

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
NEWSPAPER DESIGNATED MARKET		1,515,400			17,294	1	65
TOTAL ZONES		1,515,400			17,294	1	65
CENSUS METROPOLITAN AREA		1,227,400			15,873	1	59
TOTAL PAID CIRCULATION					26,778		
COUNTY CIRCULATION							
QUEBEC							
CHAMBLY		129,500			1,228	1	5
CHICOUTIMI		60,600			449	1	2
HULL		58,300			797	1	3
* ILE-DE-MONTREAL		741,000			12,867	2	48
ILE-JESUS		121,200			653	1	2
LAPRAIRIE		44,500			266	1	1
LEVIS		40,800			288	1	1
QUEBEC		188,900			2,833	1	11
SHERBROOKE		50,400			400	1	1
TERREBONNE		93,600			464		2
ONTARIO							
OTTAWA-CARLETON		250,000			1,653	1	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					4,880		18
MONTREAL LE DEVOIR (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			18,723	1	63
TOTAL ZONES		1,515,400			18,723	1	63
CENSUS METROPOLITAN AREA		1,227,400			16,912	1	57
TOTAL PAID CIRCULATION					29,912		
COUNTY CIRCULATION							
QUEBEC							
CHAMBLY		129,500			1,396	1	5
CHICOUTIMI		60,600			422	1	1
HULL		58,300			905	2	3
* ILE-DE-MONTREAL		741,000			13,103	2	44
ILE-JESUS		121,200			768	1	3
LAPRAIRIE		44,500			352	1	1
LEVIS		40,800			320	1	1
QUEBEC		188,900			2,925	2	10
ST-MAURICE		45,100			331	1	1
SHERBROOKE		50,400			474	1	2
TERREBONNE		93,600			797	1	3
ONTARIO							
OTTAWA-CARLETON		250,000			1,546	1	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					6,573		22
LE JOURNAL DE MONTREAL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,515,400			257,258	17	86
TOTAL ZONES		1,515,400			257,258	17	86
CENSUS METROPOLITAN AREA		1,227,400			203,179	17	68
TOTAL PAID CIRCULATION					299,474		
COUNTY CIRCULATION							
QUEBEC							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
ABITIBI		35,700			2,914	8	1
ARGENTEUIL		13,500			1,828	14	1
ARTHABASKA		22,700			1,893	8	1
BAGOT		10,600			1,113	11	
BEAUHARNOIS		21,900			4,908	22	2
BERTHIER		13,500			2,078	15	1
BROME		6,900			383	6	
CHAMBLY		129,500			22,155	17	7
CHAMPLAIN		47,500			3,046	6	1
CHATEAUGUAY		23,500			3,508	15	1
DEUX-MONTAGNES		33,600			5,758	17	2
DRUMMOND		28,700			3,923	14	1
GATINEAU		21,700			649	3	
HULL		58,300			4,654	8	2
HUNTINGDON		6,900			452	7	
IBERVILLE		9,600			1,449	15	
• ILE-DE-MONTREAL		741,000			121,348	16	41
ILE-JESUS		121,200			21,217	18	7
ILES-DE-LA-MADELEINE		4,900			263	5	
JOLIETTE		26,500			4,734	18	2
LABELLE		13,400			1,668	12	1
LAPRAIRIE		44,500			7,125	16	2
L'ASSOMPTION		50,500			11,707	23	4
MASKINONGE		8,000			555	7	
MEGANTIC		19,000			268	1	
MISSISQUOI		13,600			1,402	10	
MONTCALM		13,400			1,993	15	1
NAPIERVILLE		5,500			1,122	20	
NICOLET		12,000			778	6	
NOUVEAU-QUEBEC		9,800			814	8	
PAPINEAU		16,900			1,204	7	
RICHELIEU		20,200			4,985	25	2
RICHMOND		14,000			637	5	
ROUVILLE		17,200			2,554	15	1
ST-HYACINTHE		23,300			3,928	17	1
ST-JEAN		24,700			4,776	19	2
ST-MAURICE		45,100			3,650	8	1
SHEFFORD		30,800			2,652	9	1
SHERBROOKE		50,400			2,359	5	1
SOULANGES		6,400			1,258	20	
STANSTEAD		15,800			629	4	
TEMISCAMINGUE		20,600			1,593	8	1
TERREBONNE		93,600			18,369	20	6
VAUDREUIL		23,500			3,341	14	1
VERCHERES		24,900			5,250	21	2
YAMASKA		5,000			362	7	
ONTARIO							
OTTAWA-CARLETON		250,000			2,414	1	1
PRESCOTT & RUSSELL		22,100			746	3	
STOR., DUN. & GLEN.		39,500			351	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					572		
LE JOURNAL DE MONTREAL (F)	3/91			SATURDAY			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
NEWSPAPER DESIGNATED MARKET		1,515,400			292,996	19	85
TOTAL ZONES		1,515,400			292,996	19	85
CENSUS METROPOLITAN AREA		1,227,400			221,418	18	64
TOTAL PAID CIRCULATION					346,697		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			3,641	10	1
ARGENTEUIL		13,500			2,461	18	1
ARTHABASKA		22,700			2,397	11	1
BAGOT		10,600			1,508	14	
BEAUHARNOIS		21,900			5,671	26	2
BERTHIER		13,500			3,083	23	1
BROME		6,900			649	9	
CHAMBLY		129,500			26,785	21	8
CHAMPLAIN		47,500			4,235	9	1
CHATEAUGUAY		23,500			4,640	20	1
DEUX-MONTAGNES		33,600			8,011	24	2
DRUMMOND		28,700			4,722	16	1
GATINEAU		21,700			1,027	5	
HULL		58,300			5,142	9	1
HUNTINGDON		6,900			633	9	
IBERVILLE		9,600			1,833	19	1
ILE-DE-MONTREAL		741,000			120,361	16	35
ILE-JESUS		121,200			25,571	21	7
ILES-DE-LA-MADELEINE		4,900			289	6	
JOLIETTE		26,500			6,255	24	2
LABELLE		13,400			2,647	20	1
LAPRAIRIE		44,500			9,525	21	3
L'ASSOMPTION		50,500			15,837	31	5
MASKINONGE		8,000			946	12	
MEGANTIC		19,000			339	2	
MISSISQUOI		13,600			1,764	13	1
MONTCALM		13,400			3,503	26	1
NAPIERVILLE		5,500			1,435	26	
NICOLET		12,000			1,156	10	
NOUVEAU-QUEBEC		9,800			788	8	
PAPINEAU		16,900			1,664	10	
RICHELIEU		20,200			5,766	29	2
RICHMOND		14,000			795	6	
ROUVILLE		17,200			3,289	19	1
ST-HYACINTHE		23,300			4,718	20	1
ST-JEAN		24,700			5,607	23	2
ST-MAURICE		45,100			4,599	10	1
SHEFFORD		30,800			3,156	10	1
SHERBROOKE		50,400			2,631	5	1
SOULANGES		6,400			1,609	25	
STANSTEAD		15,800			922	6	
TEMISCAMINGUE		20,600			2,002	10	1
TERREBONNE		93,600			25,349	27	7
VAUDREUIL		23,500			4,251	18	1
VERCHERES		24,900			6,834	27	2
YAMASKA		5,000			622	12	
ONTARIO							
OTTAWA-CARLETON		250,000			1,774	1	1

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
PRESMOTT & RUSSELL		22,100			998	5	
STOR., DUN. & GLEN.		39,500			332	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					653		
LE JOURNAL DE MONTREAL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,515,400			261,771	17	82
TOTAL ZONES		1,515,400			261,771	17	82
CENSUS METROPOLITAN AREA		1,227,400			194,837	16	61
TOTAL PAID CIRCULATION					320,339		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			3,180	9	1
ARGENTEUIL		13,500			2,287	17	1
ARTHABASKA		22,700			2,784	12	1
BAGOT		10,600			1,618	15	1
BEAUHARNOIS		21,900			5,292	24	2
BERTHIER		13,500			2,724	20	1
BROME		6,900			720	10	
CHAMBLY		129,500			23,329	18	7
CHAMPLAIN		47,500			5,813	12	2
CHATEAUGUAY		23,500			4,218	18	1
COMPTON		7,400			314	4	
DEUX-MONTAGNES		33,600			7,362	22	2
DRUMMOND		28,700			4,732	16	1
GATINEAU		21,700			980	5	
HULL		58,300			6,513	11	2
HUNTINGDON		6,900			671	10	
IBERVILLE		9,600			1,771	18	1
ILE-DE-MONTREAL		741,000			102,794	14	32
ILE-JESUS		121,200			22,995	19	7
ILES-DE-LA-MADELEINE		4,900			260	5	
JOLIETTE		26,500			5,567	21	2
LABELLE		13,400			2,180	16	1
LAPRAIRIE		44,500			8,692	20	3
L'ASSOMPTION		50,500			14,573	29	5
MASKINONGE		8,000			948	12	
MEGANTIC		19,000			404	2	
MISSISQUOI		13,600			1,898	14	1
MONTCALM		13,400			3,096	23	1
NAPIERVILLE		5,500			1,380	25	
NICOLET		12,000			1,393	12	
NOUVEAU-QUEBEC		9,800			372	4	
PAPINEAU		16,900			1,818	11	1
RICHELIEU		20,200			5,583	28	2
RICHMOND		14,000			1,305	9	
ROUVILLE		17,200			3,180	18	1
ST-HYACINTHE		23,300			4,702	20	1
ST-JEAN		24,700			5,040	20	2
ST-MAURICE		45,100			5,881	13	2
SHEFFORD		30,800			3,885	13	1
SHERBROOKE		50,400			4,066	8	1
SOULANGES		6,400			1,541	24	
STANSTEAD		15,800			1,237	8	

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QUEBEC (cont.)							
TEMISCAMINGUE		20,600			1,714	8	1
TERREBONNE		93,600			23,045	25	7
VAUDREUIL		23,500			4,055	17	1
VERCHERES		24,900			6,336	25	2
YAMASKA		5,000			505	10	
ONTARIO							
OTTAWA-CARLETON		250,000			1,908	1	1
PRESCOTT & RUSSELL		22,100			939	4	
STOR. , DUN. & GLEN.		39,500			359	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					388		
MONTREAL LA PRESSE (F)							
	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,338,100			161,530	12	82
RETAIL TRADING ZONE		150,400			11,858	8	6
TOTAL ZONES		1,488,500			173,388	12	88
CENSUS METROPOLITAN AREA		1,227,400			150,714	12	76
TOTAL PAID CIRCULATION					197,913		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			803	2	
ARGENTEUIL		13,500			658	5	
ARTHABASKA		22,700			1,153	5	1
BAGOT		10,600			262	2	
BEAUHARNOIS		21,900			2,154	10	1
BERTHIER		13,500			508	4	
CHAMBLY		129,500			20,416	16	10
CHAMPLAIN		47,500			1,007	2	1
CHATEAUGUAY		23,500			2,028	9	1
CHICOUTIMI		60,600			1,330	2	1
DEUX-MONTAGNES		33,600			2,522	8	1
DRUMMOND		28,700			1,094	4	1
GATINEAU		21,700			871	4	
HULL		58,300			1,026	2	1
IBERVILLE		9,600			483	5	
• ILE-DE-MONTREAL		741,000			88,240	12	45
ILE-JESUS		121,200			16,327	13	8
JOLIETTE		26,500			1,892	7	1
LABELLE		13,400			520	4	
LAC-ST-JEAN-EST		16,000			251	2	
LAC-ST-JEAN-OUEST		20,400			288	1	
LAPRAIRIE		44,500			6,567	15	3
L'ASSOMPTION		50,500			5,771	11	3
LEVIS		40,800			251	1	
MEGANTIC		19,000			281	1	
MISSISQUOI		13,600			608	4	
MONTCALM		13,400			545	4	
NAPIERVILLE		5,500			279	5	
QUEBEC		188,900			2,318	1	1
RICHELIEU		20,200			2,333	12	1
RIMOUSKI		25,800			465	2	
ROUVILLE		17,200			1,855	11	1
SAGUENAY		32,500			491	2	
ST-HYACINTHE		23,300			1,941	8	1

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
ST-JEAN		24,700			2,585	10	1
ST-MAURICE		45,100			2,099	5	1
SHEFFORD		30,800			1,022	3	1
SHERBROOKE		50,400			1,615	3	1
SOULANGES		6,400			475	7	
STANSTEAD		15,800			276	2	
TEMISCAMINGUE		20,600			676	3	
TERREBONNE		93,600			9,631	10	5
VAUDREUIL		23,500			2,136	9	1
VERCHERES		24,900			3,813	15	2
ONTARIO							
OTTAWA-CARLETON		250,000			1,988	1	1
TORONTO		811,900			395		
MISCELLANEOUS REMAINDER OF CIRCULATION					2,750		1
MONTREAL LA PRESSE (F)							
	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			246,732	18	
RETAIL TRADING ZONE		150,400			23,975	16	
TOTAL ZONES		1,488,500			270,707	18	
CENSUS METROPOLITAN AREA		1,227,400			227,678	19	
TOTAL PAID CIRCULATION					317,043		
COUNTY CIRCULATION							
NEW BRUNSWICK							
WESTMORLAND		41,000			306	1	
QUEBEC							
ABITIBI		35,700			1,543	4	
ARGENTEUIL		13,500			1,540	11	
ARTHABASKA		22,700			1,771	8	1
BAGOT		10,600			620	6	
BEAUCE		27,300			290	1	
BEAUHARNOIS		21,900			2,965	14	1
BERTHIER		13,500			1,317	10	
BROME		6,900			1,388	20	
CHAMBLY		129,500			31,442	24	10
CHAMPLAIN		47,500			2,079	4	1
CHATEAUGUAY		23,500			3,136	13	1
CHICOUTIMI		60,600			2,163	4	1
DEUX-MONTAGNES		33,600			4,639	14	1
DRUMMOND		28,700			1,942	7	1
GATINEAU		21,700			1,609	7	1
HULL		58,300			1,774	3	1
HUNTINGDON		6,900			303	4	
IBERVILLE		9,600			810	8	
* ILE-DE-MONTREAL		741,000			129,263	17	41
ILE-JESUS		121,200			25,296	21	8
JOLIETTE		26,500			3,587	14	1
LABELLE		13,400			1,192	9	
LAC-ST-JEAN-EST		16,000			402	3	
LAC-ST-JEAN-OUEST		20,400			414	2	
LAPRAIRIE		44,500			10,397	23	3
L'ASSOMPTION		50,500			9,576	19	3
LEVIS		40,800			430	1	
MASKINONGE		8,000			266	3	

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QUEBEC (cont.)							
MEGANTIC		19,000			506	3	
MISSISQUOI		13,600			1,232	9	
MONTCALM		13,400			1,955	15	1
NAPIERVILLE		5,500			503	9	
NICOLET		12,000			469	4	
PAPINEAU		16,900			597	4	
QUEBEC		188,900			3,935	2	1
RICHELIEU		20,200			3,238	16	1
RICHMOND		14,000			370	3	
RIMOUSKI		25,800			797	3	
ROUVILLE		17,200			3,106	18	1
SAGUENAY		32,500			828	3	
ST-HYACINTHE		23,300			3,182	14	1
ST-JEAN		24,700			4,055	16	1
ST-MAURICE		45,100			3,902	9	1
SHEFFORD		30,800			2,040	7	1
SHERBROOKE		50,400			3,275	6	1
SOULANGES		6,400			745	12	
STANSTEAD		15,800			1,188	8	
TEMISCAMINGUE		20,600			1,124	5	
TERREBONNE		93,600			19,807	21	6
VAUDREUIL		23,500			3,557	15	1
VERCHERES		24,900			6,373	26	2
YAMASKA		5,000			253	5	
ONTARIO							
OTTAWA-CARLETON		250,000			1,856	1	1
TORONTO		811,900			557		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,302		1
MONTREAL LA PRESSE (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,338,100			151,299	11	80
QUEBEC							
MONTREAL							
			D13				
MONTREAL LA PRESSE (F)	3/91			SUNDAY			
RETAIL TRADING ZONE		150,400			13,023	9	7
TOTAL ZONES		1,488,500			164,322	11	87
CENSUS METROPOLITAN AREA		1,227,400			140,605	11	74
TOTAL PAID CIRCULATION					189,129		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			667	2	
ARGENTEUIL		13,500			782	6	
ARTHABASKA		22,700			1,209	5	1
BAGOT		10,600			295	3	
BEAUHARNOIS		21,900			2,108	10	1
BERTHIER		13,500			582	4	
BROME		6,900			508	7	
CHAMBLY		129,500			20,985	16	11
CHAMPLAIN		47,500			1,534	3	1

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QUEBEC (cont.)							
CHATEAUGUAY		23,500			2,077	9	1
CHICOUTIMI		60,600			961	2	1
DEUX-MONTAGNES		33,600			2,732	8	1
DRUMMOND		28,700			1,164	4	1
GATINEAU		21,700			1,272	6	1
HULL		58,300			999	2	1
IBERVILLE		9,600			424	4	
* ILE-DE-MONTREAL		741,000			75,649	10	40
ILE-JESUS		121,200			16,332	13	9
JOLIETTE		26,500			1,989	8	1
LABELLE		13,400			588	4	
LAPRAIRIE		44,500			6,896	15	4
L'ASSOMPTION		50,500			6,447	13	3
LEVIS		40,800			260	1	
MEGANTIC		19,000			276	1	
MISSISQUOI		13,600			626	5	
MONTCALM		13,400			685	5	
NAPIERVILLE		5,500			262	5	
PAPINEAU		16,900			262	2	
QUEBEC		188,900			2,038	1	1
RICHELIEU		20,200			2,367	12	1
RIMOUSKI		25,800			355	1	
ROUVILLE		17,200			2,014	12	1
SAGUENAY		32,500			365	1	
ST-HYACINTHE		23,300			1,979	8	1
ST-JEAN		24,700			2,437	10	1
ST-MAURICE		45,100			2,851	6	2
SHEFFORD		30,800			1,171	4	1
SHERBROOKE		50,400			2,220	4	1
SOULANGES		6,400			421	7	
STANSTEAD		15,800			494	3	
TEMISCAMINGUE		20,600			402	2	
TERREBONNE		93,600			10,462	11	6
VAUDREUIL		23,500			2,230	9	1
VERCHERES		24,900			4,298	17	2
ONTARIO							
OTTAWA-CARLETON		250,000			1,076		1
TORONTO		811,900			261		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,619		1
QUEBEC							
			D17				
LE JOURNAL DE QUEBEC (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		242,100			60,539	25	58
RETAIL TRADING ZONE		46,600			9,511	20	9
TOTAL ZONES		288,700			70,050	24	67
CENSUS METROPOLITAN AREA		242,100			60,539	25	58
TOTAL PAID CIRCULATION					103,874		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			409	3	
QUEBEC							
BEAUCE		27,300			4,291	16	4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
BELLECHASSE		7,700			1,202	16	1
BONAVENTURE		13,700			973	7	1
CHARLEVOIX-EST		5,700			933	16	1
CHARLEVOIX-OUEST		4,700			737	16	1
CHICOUTIMI		60,600			5,753	9	6
DORCHESTER		11,000			1,698	15	2
FRONTENAC		9,400			678	7	1
GASPE-EST		12,900			753	6	1
KAMOURASKA		9,500			972	10	1
LAC-ST-JEAN-EST		16,000			2,019	13	2
LAC-ST-JEAN-OUEST		20,400			2,548	12	2
LEVIS		40,800			9,395	23	9
L'ISLET		7,200			648	9	1
LOTBINIERE		10,500			1,198	11	1
MATANE		10,400			844	8	1
MATAPEDIA		7,800			501	6	
MEGANTIC		19,000			2,055	11	2
MONTMAGNY		8,600			1,487	17	1
MONTMORENCY NO. 1		8,500			1,863	22	2
MONTMORENCY NO. 2		2,400			209	9	
PORTNEUF		23,600			4,205	18	4
• QUEBEC		188,900			49,810	26	48
RIMOUSKI		25,800			2,411	9	2
RIVIERE-DU-LOUP		14,300			1,734	12	2
SAGUENAY		32,500			3,541	11	3
TEMISCOUATA		6,400			404	6	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					603		1
LE JOURNAL DE QUEBEC (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		242,100			62,949	26	58
RETAIL TRADING ZONE		46,600			11,182	24	10
TOTAL ZONES		288,700			74,131	26	68
CENSUS METROPOLITAN AREA		242,100			62,949	26	58
TOTAL PAID CIRCULATION					109,353		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			442	4	
QUEBEC							
BEAUCE		27,300			4,769	17	4
BELLECHASSE		7,700			1,479	19	1
BONAVENTURE		13,700			1,061	8	1
CHARLEVOIX-EST		5,700			1,026	18	1
CHARLEVOIX-OUEST		4,700			819	17	1
CHICOUTIMI		60,600			4,974	8	5
DORCHESTER		11,000			2,048	19	2
FRONTENAC		9,400			829	9	1
GASPE-EST		12,900			857	7	1
KAMOURASKA		9,500			1,150	12	1
LAC-ST-JEAN-EST		16,000			1,800	11	2
LAC-ST-JEAN-OUEST		20,400			2,276	11	2
LEVIS		40,800			10,520	26	10
L'ISLET		7,200			864	12	1
LOTBINIERE		10,500			1,695	16	2

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MATANE		10,400			927	9	1
MATAPEDIA		7,800			609	8	1
MEGANTIC		19,000			2,236	12	2
MONTMAGNY		8,600			1,758	20	2
MONTMORENCY NO. 1		8,500			2,231	26	2
MONTMORENCY NO. 2		2,400			271	11	
PORTNEUF		23,600			4,754	20	4
* QUEBEC		188,900			50,732	27	46
RIMOUSKI		25,800			2,495	10	2
RIVIERE-DU-LOUP		14,300			1,968	14	2
SAGUENAY		32,500			3,560	11	3
TEMISCOUATA		6,400			485	8	
MISCELLANEOUS REMAINDER OF CIRCULATION					718		1
LE JOURNAL DE QUEBEC (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		242,100			55,505	23	57
RETAIL TRADING ZONE		46,600			9,616	21	10
TOTAL ZONES		288,700			65,121	23	67
CENSUS METROPOLITAN AREA		242,100			55,505	23	57
TOTAL PAID CIRCULATION					96,660		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			421	3	
QUEBEC							
BEAUCE		27,300			4,593	17	5
BELLECHASSE		7,700			1,224	16	1
BONAVENTURE		13,700			866	6	1
CHARLEVOIX-EST		5,700			910	16	1
CHARLEVOIX-OUEST		4,700			757	16	1
CHICOUTIMI		60,600			4,277	7	4
DORCHESTER		11,000			1,749	16	2
FRONTENAC		9,400			1,016	11	1
GASPE-EST		12,900			782	6	1
KAMOURASKA		9,500			1,026	11	1
LAC-ST-JEAN-EST		16,000			1,603	10	2
LAC-ST-JEAN-OUEST		20,400			1,955	10	2
LEVIS		40,800			9,536	23	10
L'ISLET		7,200			699	10	1
LOTBINIERE		10,500			1,228	12	1
MATANE		10,400			743	7	1
MATAPEDIA		7,800			440	6	
MEGANTIC		19,000			2,340	12	2
MONTMAGNY		8,600			1,549	18	2
MONTMORENCY NO. 1		8,500			1,932	23	2
MONTMORENCY NO. 2		2,400			204	9	
PORTNEUF		23,600			4,311	18	4
* QUEBEC		188,900			44,471	24	46
RIMOUSKI		25,800			2,205	9	2
RIVIERE-DU-LOUP		14,300			1,747	12	2
SAGUENAY		32,500			3,252	10	3
TEMISCOUATA		6,400			397	6	
MISCELLANEOUS REMAINDER OF CIRCULATION					427		

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
QUEBEC LE SOLEIL (F)	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		226,500			66,559	29	63
RETAIL TRADING ZONE		59,200			13,011	22	12
TOTAL ZONES		285,700			79,570	28	75
CENSUS METROPOLITAN AREA		242,100			65,523	27	62
TOTAL PAID CIRCULATION					106,409		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			360	3	
QUEBEC							
BEAUCE		27,300			2,797	10	3
BELLECHASSE		7,700			1,570	20	1
BONAVENTURE		13,700			1,109	8	1
CHARLEVOIX-EST		5,700			953	17	1
CHARLEVOIX-OUEST		4,700			769	16	1
CHICOUTIMI		60,600			542	1	1
DORCHESTER		11,000			1,847	17	2
GASPE-EST		12,900			933	7	1
GASPE-OUEST		5,500			746	14	1
ILE-DE-MONTREAL		741,000			1,011		1
KAMOURASKA		9,500			1,128	12	1
LEVIS		40,800			9,503	23	9
L'ISLET		7,200			1,256	17	1
LOTBINIERE		10,500			2,278	22	2
MATANE		10,400			1,103	11	1
MATAPEDIA		7,800			561	7	1
MEGANTIC		19,000			1,834	10	2
MONTMAGNY		8,600			1,440	17	1
MONTMORENCY NO. 1		8,500			2,174	26	2
MONTMORENCY NO. 2		2,400			757	32	1
PORTNEUF		23,600			4,909	21	5
QUEBEC		188,900			56,699	30	53
RIMOUSKI		25,800			2,464	10	2
RIVIERE-DU-LOUP		14,300			1,805	13	2
SAGUENAY		32,500			2,862	9	3
TEMISCOUATA		6,400			593	9	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,406		2
QUEBEC LE SOLEIL (F)	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		226,500			93,651	41	65
RETAIL TRADING ZONE		59,200			17,215	29	12
TOTAL ZONES		285,700			110,866	39	77
CENSUS METROPOLITAN AREA		242,100			92,048	38	64
TOTAL PAID CIRCULATION					143,394		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			461	4	
QUEBEC							
BEAUCE		27,300			3,508	13	2
BELLECHASSE		7,700			1,842	24	1
BONAVENTURE		13,700			1,219	9	1

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
CHARLEVOIX-EST		5,700			1,030	18	1
CHARLEVOIX-OUEST		4,700			861	18	1
CHICOUTIMI		60,600			779	1	1
DORCHESTER		11,000			2,189	20	2
GASPE-EST		12,900			1,027	8	1
GASPE-OUEST		5,500			820	15	1
ILE-DE-MONTREAL		741,000			1,013		1
KAMOURASKA		9,500			1,431	15	1
LAC-ST-JEAN-OUEST		20,400			363	2	
LEVIS		40,800			14,257	35	10
L'ISLET		7,200			1,431	20	1
LOTBINIERE		10,500			2,696	26	2
MATANE		10,400			1,262	12	1
MATAPEDIA		7,800			665	9	
MEGANTIC		19,000			2,216	12	2
MONTMAGNY		8,600			1,691	20	1
MONTMORENCY NO. 1		8,500			2,968	35	2
MONTMORENCY NO. 2		2,400			1,020	43	1
PORTNEUF		23,600			6,673	28	5
QUEBEC		188,900			79,423	42	55
RIMOUSKI		25,800			3,072	12	2
RIVIERE-DU-LOUP		14,300			2,089	15	1
SAGUENAY		32,500			3,469	11	2
ST-MAURICE		45,100			451	1	
TEMISCOUATA		6,400			690	11	
MISCELLANEOUS REMAINDER OF CIRCULATION					2,778		2
QUEBEC LE SOLEIL (F)	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		226,500			57,415	25	62
RETAIL TRADING ZONE		59,200			11,312	19	12
TOTAL ZONES		285,700			68,727	24	75
CENSUS METROPOLITAN AREA		242,100			56,435	23	61
TOTAL PAID CIRCULATION					91,963		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,500			373	3	
QUEBEC							
BEAUCE		27,300			2,440	9	3
BELLECHASSE		7,700			1,287	17	1
BONAVENTURE		13,700			988	7	1
CHARLEVOIX-EST		5,700			844	15	1
CHARLEVOIX-OUEST		4,700			696	15	1
CHICOUTIMI		60,600			427	1	
DORCHESTER		11,000			1,426	13	2
GASPE-EST		12,900			793	6	1
GASPE-OUEST		5,500			645	12	1
ILE-DE-MONTREAL		741,000			622		1
KAMOURASKA		9,500			1,056	11	1
LEVIS		40,800			8,494	21	9
L'ISLET		7,200			1,130	16	1
LOTBINIERE		10,500			1,908	18	2
MATANE		10,400			974	9	1
MATAPEDIA		7,800			480	6	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
MEGANTIC		19,000			1,530	8	2
MONTMAGNY		8,600			1,262	15	1
MONTMORENCY NO. 1		8,500			2,000	24	2
MONTMORENCY NO. 2		2,400			625	26	1
PORTNEUF		23,600			4,365	18	5
* QUEBEC		188,900			48,716	26	53
RIMOUSKI		25,800			2,236	9	2
RIVIERE-DU-LOUP		14,300			1,573	11	2
SAGUENAY		32,500			2,693	8	3
ST-MAURICE		45,100			255	1	
TEMISCOUATA		6,400			530	8	1
MISCELLANEOUS REMAINDER OF CIRCULATION					1,595		2
SHERBROOKE			R15				
SHERBROOKE RECORD	3/91			MORN (M-F)			
CITY ZONE		46,400			1,725	4	29
RETAIL TRADING ZONE		70,400			2,901	4	48
TOTAL ZONES		116,800			4,626	4	77
CENSUS METROPOLITAN AREA		53,800			1,725	3	29
TOTAL PAID CIRCULATION					5,990		
COUNTY CIRCULATION							
QUEBEC							
BROME		6,900			962	14	16
COMPTON		7,400			532	7	9
MISSISQUOI		13,600			441	3	7
RICHMOND		14,000			540	4	9
* SHERBROOKE		50,400			1,725	3	29
STANSTEAD		15,800			1,092	7	18
MISCELLANEOUS REMAINDER OF CIRCULATION					698		12
SHERBROOKE LA TRIBUNE (F)	3/91			MORN (M-F)			
CITY ZONE		46,400			19,945	43	53
RETAIL TRADING ZONE		70,400			13,780	20	37
TOTAL ZONES		116,800			33,725	29	90
CENSUS METROPOLITAN AREA		53,800			19,945	37	53
TOTAL PAID CIRCULATION					37,450		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			948	4	3
COMPTON		7,400			2,090	28	6
DRUMMOND		28,700			1,858	6	5
FRONTENAC		9,400			1,009	11	3
MEGANTIC		19,000			576	3	2
RICHMOND		14,000			4,555	33	12
SHEFFORD		30,800			505	2	1
* SHERBROOKE		50,400			19,945	40	53
STANSTEAD		15,800			3,988	25	11
WOLFE		5,200			1,451	28	4
MISCELLANEOUS							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
REMAINDER OF CIRCULATION					525		1
SHERBROOKE LA TRIBUNE (F)	3/91			SATURDAY			
CITY ZONE		46,400			24,968	54	56
RETAIL TRADING ZONE		70,400			15,845	23	36
TOTAL ZONES		116,800			40,813	35	91
CENSUS METROPOLITAN AREA		53,800			24,968	46	56
TOTAL PAID CIRCULATION					44,630		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			859	4	2
COMPTON		7,400			2,397	32	5
DRUMMOND		28,700			1,890	7	4
FRONTENAC		9,400			1,108	12	2
MEGANTIC		19,000			588	3	1
RICHMOND		14,000			5,230	37	12
SHEFFORD		30,800			600	2	1
* SHERBROOKE		50,400			24,968	50	56
STANSTEAD		15,800			4,838	31	11
WOLFE		5,200			1,544	30	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					608		1
TROIS RIVIERES							
			M13				
TROIS RIVIERES LE NOUVELLISTE (F)	3/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		85,400			41,744	49	77
TOTAL ZONES		85,400			41,744	49	77
CENSUS METROPOLITAN AREA		53,500			24,207	45	45
TOTAL PAID CIRCULATION					54,141		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		22,700			422	2	1
CHAMPLAIN		47,500			22,970	48	42
MASKINONGE		8,000			2,285	29	4
NICOLET		12,000			4,649	39	9
PORTNEUF		23,600			261	1	
* ST-MAURICE		45,100			22,336	50	41
YAMASKA		5,000			428	9	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					790		1
ONTARIO							
BARRIE							
			M19				
BARRIE EXAMINER	3/91			EVE (M-S)			
CITY ZONE		22,800			10,123	44	69
RETAIL TRADING ZONE		21,900			4,365	20	30
TOTAL ZONES		44,700			14,488	32	99
TOTAL PAID CIRCULATION					14,620		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		103,700			14,488	14	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					132		1
BELLEVILLE							
			O25				
BELLEVILLE INTELLIGENCER	3/91			EVE (M-S)			
CITY ZONE		14,800			11,148	75	59
RETAIL TRADING ZONE		34,900			7,380	21	39
TOTAL ZONES		49,700			18,528	37	98
TOTAL PAID CIRCULATION					18,816		
COUNTY CIRCULATION							
ONTARIO							
* HASTINGS		44,000			17,432	40	83
PRINCE EDWARD		9,100			1,158	13	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					226		1
BRANTFORD							
			R16				
BRANTFORD EXPOSITOR	12/91			EVE (M-S)			
CITY ZONE		31,000			20,544	66	67
RETAIL TRADING ZONE		40,400			9,661	24	32
TOTAL ZONES		71,400			30,205	42	99
TOTAL PAID CIRCULATION					30,617		
COUNTY CIRCULATION							
ONTARIO							
* BRANT		41,900			27,186	65	69
HALDIMAND-NORFOLK		35,700			2,705	8	9
OXFORD		33,800			470	1	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					256		1
BROCKVILLE							
			N29				
BROCKVILLE RECORDER AND TIMES	3/91			EVE (M-S)			
CITY ZONE		9,800			7,454	76	45
RETAIL TRADING ZONE		23,500			8,552	36	51
TOTAL ZONES		33,300			16,006	48	96
TOTAL PAID CIRCULATION					16,690		
COUNTY CIRCULATION							
ONTARIO							
* LEEDS & GRENVILLE		32,700			16,037	49	96
STOR. , DUN. & GLEN.		39,500			326	1	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					327		2
CAMBRIDGE							
			K2				
CAMBRIDGE REPORTER	12/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		30,600			12,232	40	91
RETAIL TRADING ZONE		1,800			917	51	7
TOTAL ZONES		32,400			13,149	41	98
CENSUS METROPOLITAN AREA		129,600			13,125	10	98
TOTAL PAID CIRCULATION					13,393		
COUNTY CIRCULATION							
ONTARIO							
* WATERLOO		136,600			13,125	10	98
MISCELLANEOUS					268		2
REMAINDER OF CIRCULATION							
CHATHAM							
			T11				
CHATHAM DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		16,500			10,412	63	65
RETAIL TRADING ZONE		13,600			3,937	29	25
TOTAL ZONES		30,100			14,349	48	90
TOTAL PAID CIRCULATION					15,986		
COUNTY CIRCULATION							
ONTARIO							
* KENT		39,800			15,918	40	100
MISCELLANEOUS					68		
REMAINDER OF CIRCULATION							
COBOURG							
			P23				
COBOURG DAILY STAR	6/91			EVE (M-F)			
CITY ZONE		5,600			3,726	67	65
RETAIL TRADING ZONE		6,700			1,846	28	32
TOTAL ZONES		12,300			5,572	45	97
TOTAL PAID CIRCULATION					5,753		
COUNTY CIRCULATION							
ONTARIO							
* NORTHUMBERLAND		28,000			5,670	20	99
MISCELLANEOUS					83		1
REMAINDER OF CIRCULATION							
CORNWALL							
			L32				
CORNWALL STANDARD-FREEHOLDER	9/91			EVE (M-S)			
CITY ZONE		17,300			12,955	75	72
RETAIL TRADING ZONE		6,200			3,549	57	20
TOTAL ZONES		23,500			16,504	70	92
TOTAL PAID CIRCULATION					18,027		
COUNTY CIRCULATION							
ONTARIO							
* STOR., DUN. & GLEN.		39,500			17,771	45	99
MISCELLANEOUS					256		1
REMAINDER OF CIRCULATION							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
GUELPH			Q17				
GUELPH DAILY MERCURY	12/91			EVE (M-S)			
CITY ZONE		33,500			15,218	45	83
RETAIL TRADING ZONE		10,000			2,580	26	14
TOTAL ZONES		43,500			17,798	41	97
TOTAL PAID CIRCULATION					18,359		
COUNTY CIRCULATION							
ONTARIO							
* WELLINGTON		56,000			18,118	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					241		1
HAMILTON			N 5				
BURLINGTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			20,528	9	93
TOTAL ZONES		220,700			20,528	9	93
CENSUS METROPOLITAN AREA		220,700			20,528	9	93
TOTAL PAID CIRCULATION					22,146		
COUNTY CIRCULATION							
ONTARIO							
* HALTON		108,200			21,946	20	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					200		1
HAMILTON SPECTATOR	12/91			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		220,700			101,062	46	89
TOTAL ZONES		220,700			101,062	46	89
CENSUS METROPOLITAN AREA		220,700			101,062	46	89
TOTAL PAID CIRCULATION					113,116		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,013	2	1
HALDIMAND-NORFOLK		35,700			7,362	21	7
* HAMILTON-WENTWORTH		167,800			97,744	58	86
NIAGARA		147,700			6,441	4	6
MISCELLANEOUS							
REMAINDER OF CIRCULATION					556		
KENORA			C 4				
KENORA DAILY MINER AND NEWS	9/91			EVE (M-F)			
CITY ZONE		4,700			3,689	78	73
RETAIL TRADING ZONE		4,000			1,117	28	22
TOTAL ZONES		8,700			4,806	55	96
TOTAL PAID CIRCULATION					5,022		
COUNTY CIRCULATION							
ONTARIO							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
* KENORA		21,100			4,806	23	96
MISCELLANEOUS REMAINDER OF CIRCULATION					216		4
KINGSTON							
			O27				
KINGSTON WHIG-STANDARD	12/91			EVE (M-S)			
CITY ZONE		27,000			15,870	59	46
BALANCE IN NEWSPAPER DESIGNATED MARKET		27,600			15,124	55	4
BALANCE IN RETAIL TRADING ZONE		10,600			2,488	23	7
TOTAL ZONES		65,200			33,482	51	97
TOTAL PAID CIRCULATION					34,550		
COUNTY CIRCULATION							
ONTARIO							
* FRONTENAC		46,900			25,922	55	75
HASTINGS		44,000			395	1	1
LEEDS & GRENVILLE		32,700			2,402	7	7
LENNOX & ADDINGTON		12,800			5,101	40	15
PRINCE EDWARD		9,100			463	5	1
MISCELLANEOUS REMAINDER OF CIRCULATION					267		1
KIRKLAND LAKE							
			F 7				
KIRKLAND LAKE NORTHERN DAILY NEWS	3/91			EVE (M-S)			
CITY ZONE		4,700			3,192	68	55
RETAIL TRADING ZONE		9,200			2,437	26	42
TOTAL ZONES		13,900			5,629	40	97
TOTAL PAID CIRCULATION					5,801		
COUNTY CIRCULATION							
ONTARIO							
* TIMISKAMING		14,900			5,629	38	97
MISCELLANEOUS REMAINDER OF CIRCULATION					172		3
KITCHENER-WATERLOO							
			K2				
KITCHENER-WATERLOO RECORD	12/91			EVE (M-S)			
CITY ZONE		90,500			49,041	54	65
RETAIL TRADING ZONE		45,800			16,561	36	22
TOTAL ZONES		136,300			55,602	48	88
CENSUS METROPOLITAN AREA		129,600			59,945	46	80
TOTAL PAID CIRCULATION					74,956		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			1,180	5	2
GREY		29,900			698	2	1
HURON		21,100			771	4	1
OXFORD		33,800			1,086	3	1
PERTH		25,900			2,300	9	3

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
* WATERLOO		136,600			63,116	46	84
WELLINGTON		56,000			5,587	10	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					218		
KITCHENER-WATERLOO RECORD	12/91			SATURDAY			
CITY ZONE		90,500			57,387	63	65
RETAIL TRADING ZONE		45,800			18,714	41	21
TOTAL ZONES		136,300			76,101	56	87
CENSUS METROPOLITAN AREA		129,600			69,004	53	79
TOTAL PAID CIRCULATION					87,761		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			1,287	6	1
GREY		29,900			845	3	1
HURON		21,100			927	4	1
OXFORD		33,800			1,204	4	1
PERTH		25,900			2,824	11	3
* WATERLOO		136,600			73,523	54	84
WELLINGTON		56,000			6,906	12	8
MISCELLANEOUS							
REMAINDER OF CIRCULATION					245		
LINDSAY							
			N22				
LINDSAY DAILY POST	3/91			EVE (M-F)			
CITY ZONE		7,200			4,991	69	53
RETAIL TRADING ZONE		12,400			3,524	28	37
TOTAL ZONES		19,600			8,515	43	90
TOTAL PAID CIRCULATION					9,497		
COUNTY CIRCULATION							
ONTARIO							
DURHAM		138,300			589		6
* VICTORIA		24,200			8,572	35	90
MISCELLANEOUS							
REMAINDER OF CIRCULATION					336		4
LONDON							
			R14				
LONDON FREE PRESS	9/91			MORN (M-S)			
CITY ZONE		120,200			61,766	51	53
BALANCE IN NEWSPAPER DESIGNATED							
MARKET		48,700			19,001	39	1
TOTAL ZONES		168,900			80,767	48	69
CENSUS METROPOLITAN AREA		146,800			71,919	49	61
TOTAL PAID CIRCULATION					117,560		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			694	3	1
ELGIN		27,300			8,341	31	7
HALDIMAND-NORFOLK		35,700			524	1	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
HURON		21,100			5,775	27	5
KENT		39,800			7,713	19	7
LAMBTON		47,500			10,908	23	9
* MIDDLESEX		141,600			72,426	51	62
OXFORD		33,800			8,761	26	7
PERTH		25,900			2,042	8	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					376		
LONDON FREE PRESS	9/91			SATURDAY			
CITY ZONE		120,200			68,088	57	52
BALANCE IN NEWSPAPER DESIGNATED							
MARKET		48,700			21,125	43	1
TOTAL ZONES		168,900			89,213	53	69
CENSUS METROPOLITAN AREA		146,800			79,350	54	61
TOTAL PAID CIRCULATION					129,707		
COUNTY CIRCULATION							
NIAGARA FALLS							
			P 9				
NIAGARA FALLS REVIEW	12/91			EVE (M-S)			
CITY ZONE		27,600			18,381	67	84
RETAIL TRADING ZONE		9,600			3,278	34	15
TOTAL ZONES		37,200			21,659	58	99
CENSUS METROPOLITAN AREA		137,200			18,777	14	86
TOTAL PAID CIRCULATION					21,955		
COUNTY CIRCULATION							
ONTARIO							
* NIAGARA		147,700			21,873	15	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					82		
NORTH BAY							
			F21				
NORTH BAY NUGGET	3/91			EVE (M-S)			
CITY ZONE		21,900			14,787	68	62
RETAIL TRADING ZONE		22,300			7,619	34	32
TOTAL ZONES		44,200			22,406	51	94
TOTAL PAID CIRCULATION					23,777		
COUNTY CIRCULATION							
QUEBEC							
TEMISCAMINGUE		20,600			561	3	2
ONTARIO							
* NIPISSING		31,000			18,964	61	80
PARRY SOUND		14,700			2,881	20	12
TIMISKAMING		14,900			1,002	7	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					369		2

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ORILLIA			M19				
ORILLIA PACKET & TIMES	6/91			EVE (M-S)			
CITY ZONE		10,300			7,279	71	66
RETAIL TRADING ZONE		8,200			3,302	40	30
TOTAL ZONES		18,500			10,581	57	96
TOTAL PAID CIRCULATION					11,007		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		103,700			10,672	10	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					335		3
OSHAWA			K10				
OSHAWA TIMES	12/91			EVE (M-S)			
CITY ZONE		50,500			14,849	29	72
RETAIL TRADING ZONE		33,900			5,599	17	27
TOTAL ZONES		84,400			20,448	24	99
CENSUS METROPOLITAN AREA		83,500			17,835	21	86
TOTAL PAID CIRCULATION					20,742		
COUNTY CIRCULATION							
ONTARIO							
* DURHAM		138,300			20,677	15	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					65		
OTTAWA			S31				
OTTAWA CITIZEN	3/91			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		356,800			143,327	40	80
TOTAL ZONES		356,800			143,327	40	80
CENSUS METROPOLITAN AREA		335,600			141,021	42	79
TOTAL PAID CIRCULATION					178,616		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,174	19	2
HULL		58,300			6,208	11	3
ILE-DE-MONTREAL		741,000			420		
PAPINEAU		16,900			784	5	
PONTIAC		7,500			1,448	19	1
ONTARIO							
FRONTENAC		46,900			438	1	
LANARK		19,600			8,204	42	5
LEEDS & GRENVILLE		32,700			3,681	11	2
* OTTAWA-CARLETON		250,000			131,112	52	73
PRESCOTT & RUSSELL		22,100			4,683	21	3
RENFREW		33,500			9,867	29	6
STOR. , DUN. & GLEN.		39,500			6,662	17	4
TORONTO		811,900			358		

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
MISCELLANEOUS REMAINDER OF CIRCULATION					577		
OTTAWA CITIZEN	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		356,800			185,484	52	79
TOTAL ZONES		356,800			185,484	52	79
CENSUS METROPOLITAN AREA		335,600			182,000	54	78
TOTAL PAID CIRCULATION					234,774		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			6,662	31	3
HULL		58,300			8,405	14	4
ILE-DE-MONTREAL		741,000			1,307		1
PAPINEAU		16,900			1,217	7	1
PONTIAC		7,500			2,192	29	1
ONTARIO							
FRONTENAC		46,900			682	1	
LANARK		19,600			10,878	56	5
LEEDS & GRENVILLE		32,700			5,460	17	2
* OTTAWA-CARLETON		250,000			167,843	67	71
PRESCOTT & RUSSELL		22,100			6,399	29	3
RENFREW		33,500			13,711	41	6
STOR. , DUN. & GLEN.		39,500			8,221	21	4
TORONTO		811,900			472		
MISCELLANEOUS REMAINDER OF CIRCULATION					1,325		1
OTTAWA CITIZEN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		356,800			125,551	35	79
TOTAL ZONES		356,800			125,551	35	79
CENSUS METROPOLITAN AREA		335,600			123,260	37	77
TOTAL PAID CIRCULATION					159,279		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,201	19	3
HULL		58,300			4,797	8	3
ILE-DE-MONTREAL		741,000			323		
PAPINEAU		16,900			762	5	
PONTIAC		7,500			1,441	19	1
ONTARIO							
FRONTENAC		46,900			326	1	
LANARK		19,600			7,917	40	5
LEEDS & GRENVILLE		32,700			3,494	11	2
* OTTAWA-CARLETON		250,000			114,759	46	72
PRESCOTT & RUSSELL		22,100			4,589	21	3
RENFREW		33,500			9,551	29	6
STOR. , DUN. & GLEN.		39,500			6,454	16	4
MISCELLANEOUS REMAINDER OF CIRCULATION					665		
OTTAWA LE DROIT	3/91			ALL DAY (M-F)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
NEWSPAPER DESIGNATED MARKET		289,600			28,807	10	82
TOTAL ZONES		289,600			28,807	10	82
CENSUS METROPOLITAN AREA		335,600			25,521	8	73
TOTAL PAID CIRCULATION					34,927		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			3,834	18	11
HULL		58,300			16,743	29	48
PAPINEAU		16,900			3,675	22	11
PONTIAC		7,500			469	6	1
ONTARIO							
* OTTAWA-CARLETON		250,000			6,377	3	18
PRESCOTT & RUSSELL		22,100			3,031	14	9
MISCELLANEOUS REMAINDER OF CIRCULATION					798		2
OTTAWA LE DROIT	3/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		289,600			33,991	12	83
TOTAL ZONES		289,600			33,991	12	83
CENSUS METROPOLITAN AREA		335,600			30,174	9	73
TOTAL PAID CIRCULATION					41,062		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			4,826	22	12
HULL		58,300			20,509	35	50
PAPINEAU		16,900			4,287	25	10
PONTIAC		7,500			578	8	1
ONTARIO							
* OTTAWA-CARLETON		250,000			6,581	3	16
PRESCOTT & RUSSELL		22,100			3,333	15	8
MISCELLANEOUS REMAINDER OF CIRCULATION					948		2
OTTAWA SUN	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		244,700			32,519	13	86
TOTAL ZONES		244,700			32,519	13	86
CENSUS METROPOLITAN AREA		335,600			33,431	10	88
TOTAL PAID CIRCULATION					38,016		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			390	2	1
HULL		58,300			1,093	2	3
ONTARIO							
FRONTENAC		46,900			438	1	1
LANARK		19,600			510	3	1
LEEDS & GRENVILLE		32,700			527	2	1
* OTTAWA-CARLETON		250,000			33,431	13	88
RENFREW		33,500			843	3	2
STOR. , DUN. & GLEN.		39,500			547	1	1
MISCELLANEOUS							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
REMAINDER OF CIRCULATION					237		1
OTTAWA SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		244,700			33,340	14	80
TOTAL ZONES		244,700			33,340	14	80
CENSUS METROPOLITAN AREA		335,600			34,707	10	83
TOTAL PAID CIRCULATION					41,576		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		21,700			631	3	2
HULL		58,300			1,118	2	3
ONTARIO							
FRONTENAC		46,900			661	1	2
LANARK		19,600			863	4	2
LEEDS & GRENVILLE		32,700			871	3	2
* OTTAWA-CARLETON		250,000			34,707	14	83
PRESCOTT & RUSSELL		22,100			297	1	1
RENFREW		33,500			1,425	4	3
STOR., DUN. & GLEN.		39,500			867	2	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					136		
OWEN SOUND			L16				
OWEN SOUND SUN TIMES	3/91			EVE (M-S)			
CITY ZONE		8,800			7,528	86	31
RETAIL TRADING ZONE		37,400			14,988	40	63
TOTAL ZONES		46,200			22,516	49	94
TOTAL PAID CIRCULATION					23,958		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		23,200			8,322	36	35
* GREY		29,900			15,238	51	64
MISCELLANEOUS							
REMAINDER OF CIRCULATION					398		2
PEMBROKE			I26				
PEMBROKE OBSERVER	9/91			EVE (M-S)			
CITY ZONE		6,100			4,149	68	55
RETAIL TRADING ZONE		11,600			3,333	29	44
TOTAL ZONES		17,700			7,482	42	99
TOTAL PAID CIRCULATION					7,572		
COUNTY CIRCULATION							
ONTARIO							
* RENFREW		33,500			7,325	22	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					247		3
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/91			EVE (M-S)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		25,900			17,552	68	68
RETAIL TRADING ZONE		25,000			7,826	31	30
TOTAL ZONES		50,900			25,378	50	98
TOTAL PAID CIRCULATION					25,940		
ONTARIO							
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/91			EVE (M-S)			
COUNTY CIRCULATION							
ONTARIO							
NORTHUMBERLAND		28,000			1,126	4	4
* PETERBOROUGH		43,800			23,804	54	92
VICTORIA		24,200			794	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					216		1
PETERBOROUGH EXAMINER	12/91			SUNDAY			
CITY ZONE		25,900			15,703	61	68
RETAIL TRADING ZONE		25,000			7,045	28	30
TOTAL ZONES		50,900			22,748	45	98
TOTAL PAID CIRCULATION					23,218		
COUNTY CIRCULATION							
ONTARIO							
NORTHUMBERLAND		28,000			964	3	4
* PETERBOROUGH		43,800			21,336	49	92
VICTORIA		24,200			719	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					199		1
PORT HOPE			P22				
PORT HOPE EVENING GUIDE	6/91			EVE (M-F)			
CITY ZONE		4,600			2,880	63	85
RETAIL TRADING ZONE		1,600			379	24	11
TOTAL ZONES		6,200			3,259	53	96
TOTAL PAID CIRCULATION					3,399		
COUNTY CIRCULATION							
ONTARIO							
* NORTHUMBERLAND		28,000			3,259	12	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					140		4
ST. CATHARINES			O 8				
ST. CATHARINES STANDARD	12/91			EVE (M-S)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		53,600			32,888	61	80
RETAIL TRADING ZONE		18,400			6,256	34	15
TOTAL ZONES		72,000			39,144	54	95
CENSUS METROPOLITAN AREA		137,200			39,158	29	95
TOTAL PAID CIRCULATION					41,354		
COUNTY CIRCULATION							
ONTARIO							
* NIAGARA		147,700			41,294	28	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					60		
ST. CATHARINES STANDARD	12/91			SATURDAY			
CITY ZONE		53,600			37,911	71	78
RETAIL TRADING ZONE		18,400			7,302	40	15
TOTAL ZONES		72,000			45,213	63	93
TOTAL PAID CIRCULATION					48,409		
COUNTY CIRCULATION							
ST. THOMAS							
			S13				
ST. THOMAS TIMES-JOURNAL	12/91			EVE (M-S)			
CITY ZONE		11,800			6,908	59	72
RETAIL TRADING ZONE		8,500			2,482	29	26
TOTAL ZONES		20,300			9,390	46	97
CENSUS METROPOLITAN AREA		146,800			7,891	5	82
TOTAL PAID CIRCULATION					9,636		
COUNTY CIRCULATION							
ONTARIO							
* ELGIN		27,300			9,578	35	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					58		1
SARNIA							
			R10				
SARNIA OBSERVER	9/91			EVE (M-S)			
CITY ZONE		30,700			19,289	63	83
RETAIL TRADING ZONE		11,100			3,675	33	16
TOTAL ZONES		41,800			22,964	55	98
TOTAL PAID CIRCULATION					23,338		
COUNTY CIRCULATION							
ONTARIO							
* LAMBTON		47,500			23,294	49	100
MISCELLANEOUS							
REMAINDER OF CIRCULATION					44		
SAULT STE. MARIE							
			D 8				
SAULT STE. MARIE SAULT STAR	3/91			EVE (M-S)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
CITY ZONE		29,900			21,700	73	82
RETAIL TRADING ZONE		6,100			4,445	73	17
TOTAL ZONES		36,000			26,145	73	98
TOTAL PAID CIRCULATION					26,554		
COUNTY CIRCULATION							
ONTARIO							
* ALGOMA		46,400			26,267	57	99
MISCELLANEOUS					287		1
REMAINDER OF CIRCULATION							
SIMCOE							
			S16				
SIMCOE REFORMER	3/91			EVE (M-F)			
CITY ZONE		5,900			4,407	75	42
RETAIL TRADING ZONE		17,700			5,808	33	56
TOTAL ZONES		23,600			10,215	43	98
TOTAL PAID CIRCULATION					10,439		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,700			10,336	29	99
MISCELLANEOUS					103		1
REMAINDER OF CIRCULATION							
STRATFORD							
			Q15				
STRATFORD BEACON-HERALD	12/91			EVE (M-S)			
CITY ZONE		11,100			8,173	74	61
RETAIL TRADING ZONE		12,100			4,759	39	36
TOTAL ZONES		23,200			12,932	56	97
TOTAL PAID CIRCULATION					13,378		
COUNTY CIRCULATION							
ONTARIO							
* OXFORD		33,800			620	2	5
* PERTH		25,900			12,428	48	93
MISCELLANEOUS					330		2
REMAINDER OF CIRCULATION							
SUDBURY							
			E17				
SUDBURY STAR	3/91			EVE (M-S)			
CITY ZONE		34,400			16,741	49	58
RETAIL TRADING ZONE		34,400			11,296	33	39
TOTAL ZONES		68,800			28,037	41	97
CENSUS METROPOLITAN AREA		57,000			25,083	44	87
TOTAL PAID CIRCULATION					28,793		
COUNTY CIRCULATION							
ONTARIO							
* ALGOMA		46,400			595	1	2
* MANITOULIN		3,900			650	17	2
* SUDBURY RM		59,100			25,906	44	90

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
SUDBURY DISTRICT		8,600			1,481	17	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					161		1
THUNDER BAY							
			F 4				
THUNDER BAY TIMES-NEWS, CHRONICLE- JOURNAL	6/91			MORN/EVE (M-F)			
CITY ZONE		42,100			31,403	75	82
RETAIL TRADING ZONE		16,600			5,144	31	13
TOTAL ZONES		58,700			36,547	62	95
CENSUS METROPOLITAN AREA		45,600			31,422	69	82
TOTAL PAID CIRCULATION					38,276		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,100			1,081	5	3
RAINY RIVER		8,200			987	12	3
* THUNDER BAY		57,200			35,906	63	94
MISCELLANEOUS							
REMAINDER OF CIRCULATION					302		1
THUNDER BAY TIMES-NEWS, CHRONICLE- JOURNAL	6/91			SUNDAY			
CITY ZONE		42,100			28,211	67	82
RETAIL TRADING ZONE		16,600			4,700	28	14
TOTAL ZONES		58,700			32,911	56	95
CENSUS METROPOLITAN AREA		45,600			28,236	62	82
TOTAL PAID CIRCULATION					34,530		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,100			951	5	3
RAINY RIVER		8,200			903	11	3
* THUNDER BAY		57,200			32,344	57	94
MISCELLANEOUS							
REMAINDER OF CIRCULATION					332		1
TIMMINS							
			F 6				
TIMMINS DAILY PRESS	3/91			EVE (M-S)			
CITY ZONE		11,800			7,897	67	63
RETAIL TRADING ZONE		5,600			2,250	40	18
TOTAL ZONES		17,400			10,147	58	81
TOTAL PAID CIRCULATION					12,571		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		33,900			12,401	37	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					170		1
TORONTO							
			K 8				
TORONTO STAR	9/91			ALL DAY (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
NEWSPAPER DESIGNATED MARKET		1,427,200			401,613	28	79
TOTAL ZONES		1,427,200			401,613	28	79
CENSUS METROPOLITAN AREA		1,310,600			373,628	29	73
TOTAL PAID CIRCULATION					510,136		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			343		
ONTARIO							
ALGOMA		46,400			1,730	4	
BRANT		41,900			2,514	6	
BRUCE		23,200			2,754	12	1
COCHRANE		33,900			925	3	
DUFFERIN		13,200			1,880	14	
DURHAM		138,300			25,397	18	5
ELGIN		27,300			466	2	
FRONTENAC		46,900			3,279	7	1
GREY		29,900			2,581	9	1
HALDIMAND-NORFOLK		35,700			2,115	6	
HALIBURTON		5,400			1,107	21	
HALTON		108,200			20,177	19	4
HAMILTON-WENTWORTH		167,800			6,107	4	1
HASTINGS		44,000			5,707	13	1
HURON		21,100			935	4	
KENT		39,800			633	2	
LAMBTON		47,500			523	1	
LANARK		19,600			334	2	
LEEDS & GRENVILLE		32,700			889	3	
LENNOX & ADDINGTON		12,800			788	6	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,030	3	1
MUSKOKA		18,600			4,211	23	1
NIAGARA		147,700			11,365	8	2
NIPISSING		31,000			2,332	8	
NORTHUMBERLAND		28,000			3,799	14	1
OTTAWA-CARLETON		250,000			2,430	1	
OXFORD		33,800			999	3	
PARRY SOUND		14,700			2,391	16	
PEEL		224,500			60,376	27	12
PERTH		25,900			1,214	5	
PETERBOROUGH		43,800			4,378	10	1
PRINCE EDWARD		9,100			874	10	
RENFREW		33,500			731	2	
SIMCOE		103,700			14,434	14	3
STOR., DUN. & GLEN.		39,500			361	1	
SUDBURY RM		59,100			4,029	7	1
TIMISKAMING		14,900			434	3	
* TORONTO		811,900			251,047	31	49
VICTORIA		24,200			4,146	17	1
WATERLOO		136,600			4,004	3	1
WELLINGTON		56,000			4,019	7	1
YORK		151,500			46,548	31	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					576		

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
TORONTO STAR	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			571,516	40	75
TOTAL ZONES		1,427,200			571,516	40	75
CENSUS METROPOLITAN AREA		1,310,600			541,815	41	71
TOTAL PAID CIRCULATION					758,062		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			1,239		
QUEBEC		188,900			266		
ONTARIO							
ALGOMA		46,400			2,199	5	
BRANT		41,900			3,658	9	
BRUCE		23,200			5,056	22	1
COCHRANE		33,900			1,356	4	
DUFFERIN		13,200			4,181	32	1
DURHAM		138,300			43,681	32	6
ELGIN		27,300			472	2	
ESSEX		119,900			1,273	1	
FRONTENAC		46,900			4,191	9	1
GREY		29,900			5,301	18	1
HALDIMAND-NORFOLK		35,700			3,434	10	
HALIBURTON		5,400			2,720	50	
HALTON		108,200			30,235	28	4
HAMILTON-WENTWORTH		167,800			6,595	4	1
HASTINGS		44,000			8,386	19	1
HURON		21,100			1,539	7	
KENT		39,800			738	2	
LAMBTON		47,500			1,213	3	
LANARK		19,600			578	3	
LEEDS & GRENVILLE		32,700			1,351	4	
LENNOX & ADDINGTON		12,800			1,019	8	
MANITOULIN		3,900			224	6	
MIDDLESEX		141,600			4,942	3	1
MUSKOKA		18,600			8,707	47	1
NIAGARA		147,700			16,002	11	2
NIPISSING		31,000			2,696	9	
NORTHUMBERLAND		28,000			6,296	22	1
OTTAWA-CARLETON		250,000			3,374	1	
OXFORD		33,800			1,532	5	
PARRY SOUND		14,700			3,943	27	1
PEEL		224,500			87,396	39	12
PERTH		25,900			2,548	10	
PETERBOROUGH		43,800			9,442	22	1
PRINCE EDWARD		9,100			1,489	16	
RENFREW		33,500			1,097	3	
SIMCOE		103,700			32,291	31	4
STOR., DUN. & GLEN.		39,500			570	1	
SUDBURY RM		59,100			4,555	8	1
THUNDER BAY		57,200			398	1	
TIMISKAMING		14,900			657	4	
* TORONTO		811,900			339,145	42	45
VICTORIA		24,200			9,316	38	1
WATERLOO		136,600			7,319	5	1
WELLINGTON		56,000			8,652	15	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
YORK		151,500			74,244	49	10
MISCELLANEOUS							
REMAINDER OF CIRCULATION					546		
TORONTO STAR	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			350,676	25	68
TOTAL ZONES		1,427,200			350,676	25	68
CENSUS METROPOLITAN AREA		1,310,600			373,629	29	73
TOTAL PAID CIRCULATION					512,267		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		741,000			409		
ONTARIO							
ALGOMA		46,400			2,082	4	
BRANT		41,900			3,274	8	1
BRUCE		23,200			3,617	16	1
COCHRANE		33,900			893	3	
DUFFERIN		13,200			2,019	15	
DURHAM		138,300			24,625	18	5
ELGIN		27,300			2,496	9	
ESSEX		119,900			1,621	1	
FRONTENAC		46,900			4,465	10	1
GREY		29,900			3,368	11	1
HALDIMAND-NORFOLK		35,700			3,284	9	1
HALIBURTON		5,400			1,533	28	
HALTON		108,200			19,752	18	4
HAMILTON-WENTWORTH		167,800			8,979	5	2
HASTINGS		44,000			6,648	15	1
HURON		21,100			1,837	9	
KENT		39,800			1,862	5	
LAMBTON		47,500			3,119	7	1
LANARK		19,600			547	3	
LEEDS & GRENVILLE		32,700			1,555	5	
LENNOX & ADDINGTON		12,800			1,059	8	
MANITOULIN		3,900			182	5	
MIDDLESEX		141,600			18,325	13	4
MUSKOKA		18,600			4,729	25	1
NIAGARA		147,700			14,595	10	3
NIPISSING		31,000			3,079	10	1
NORTHUMBERLAND		28,000			4,204	15	1
OTTAWA-CARLETON		250,000			4,827	2	1
OXFORD		33,800			2,266	7	
PARRY SOUND		14,700			2,715	18	1
PEEL		224,500			54,964	24	11
PERTH		25,900			2,426	9	
PETERBOROUGH		43,800			5,427	12	1
PRINCE EDWARD		9,100			1,048	12	
RENFREW		33,500			994	3	
SIMCOE		103,700			16,654	16	3
STOR., DUN. & GLEN.		39,500			758	2	
SUDBURY RM		59,100			4,566	8	1
TIMISKAMING		14,900			467	3	
* TORONTO		811,900			209,437	26	41
VICTORIA		24,200			4,811	20	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
WATERLOO		136,600			6,166	5	1
WELLINGTON		56,000			5,616	10	1
YORK		151,500			44,423	29	9
MISCELLANEOUS REMAINDER OF CIRCULATION					544		
TORONTO SUN	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,427,200			227,172	16	85
TOTAL ZONES		1,427,200			227,172	16	85
CENSUS METROPOLITAN AREA		1,310,600			204,578	16	77
TOTAL PAID CIRCULATION					266,055		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			2,162	5	1
DUFFERIN		13,200			1,372	10	1
DURHAM		138,300			20,394	15	8
HALDIMAND-NORFOLK		35,700			843	2	
HALTON		108,200			11,762	11	4
HAMILTON-WENTWORTH		167,800			8,143	5	3
NIAGARA		147,700			4,837	3	2
NORTHUMBERLAND		28,000			1,248	4	
PEEL		224,500			40,717	18	15
PETERBOROUGH		43,800			2,422	6	1
SIMCOE		103,700			7,162	7	3
TORONTO		811,900			133,993	17	50
VICTORIA		24,200			1,000	4	
WATERLOO		136,600			6,740	5	3
WELLINGTON		56,000			3,184	6	1
YORK		151,500			20,041	13	8
MISCELLANEOUS REMAINDER OF CIRCULATION					35		
TORONTO SUN	9/91			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			147,592	10	80
TOTAL ZONES		1,427,200			147,592	10	80
CENSUS METROPOLITAN AREA		1,310,600			130,705	10	71
TOTAL PAID CIRCULATION					184,764		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,775	4	1
BRUCE		23,200			755	3	
DUFFERIN		13,200			1,391	11	1
DURHAM		138,300			14,730	11	8
GREY		29,900			906	3	
HALDIMAND-NORFOLK		35,700			762	2	
HALTON		108,200			7,901	7	4
HAMILTON-WENTWORTH		167,800			6,346	4	3
MUSKOKA		18,600			1,394	7	1
NIAGARA		147,700			4,420	3	2
NORTHUMBERLAND		28,000			1,070	4	1
PARRY SOUND		14,700			256	2	
PEEL		224,500			24,794	11	13
PETERBOROUGH		43,800			2,092	5	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
SIMCOE		103,700			7,508	7	4
* TORONTO		811,900			87,940	11	48
VICTORIA		24,200			1,007	4	1
WATERLOO		136,600			5,273	4	3
WELLINGTON		56,000			2,421	4	1
YORK		151,500			11,992	8	6
MISCELLANEOUS REMAINDER OF CIRCULATION					31		
TORONTO SUN	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,427,200			375,865	26	83
TOTAL ZONES		1,427,200			375,865	26	83
CENSUS METROPOLITAN AREA		1,310,600			328,030	25	73
TOTAL PAID CIRCULATION					450,515		
COUNTY CIRCULATION							
ONTARIO							
BRANT		41,900			1,872	4	
BRUCE		23,200			1,189	5	
DUFFERIN		13,200			4,002	30	1
DURHAM		138,300			44,222	32	10
GREY		29,900			1,532	5	
HALDIMAND-NORFOLK		35,700			877	2	
HALTON		108,200			24,296	22	5
HAMILTON-WENTWORTH		167,800			9,275	6	2
HASTINGS		44,000			1,563	4	
MIDDLESEX		141,600			2,059	1	
MUSKOKA		18,600			2,351	13	1
NIAGARA		147,700			7,240	5	2
NORTHUMBERLAND		28,000			2,743	10	1
OXFORD		33,800			408	1	
PARRY SOUND		14,700			389	3	
PEEL		224,500			73,784	33	16
PERTH		25,900			271	1	
PETERBOROUGH		43,800			4,077	9	1
PRINCE EDWARD		9,100			275	3	
SIMCOE		103,700			19,116	18	4
* TORONTO		811,900			195,890	24	43
VICTORIA		24,200			2,659	11	1
WATERLOO		136,600			7,815	6	2
WELLINGTON		56,000			4,709	8	1
YORK		151,500			37,604	25	8
MISCELLANEOUS REMAINDER OF CIRCULATION					297		
WELLAND							
WELLAND EVENING TRIBUNE	12/91			EVE (M-S)			
CITY ZONE		18,200			10,587	58	62
RETAIL TRADING ZONE		14,200			6,021	42	35
TOTAL ZONES		32,400			16,608	51	97
CENSUS METROPOLITAN AREA		137,200			16,665	12	98
TOTAL PAID CIRCULATION					17,065		
COUNTY CIRCULATION							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ONTARIO (cont.)							
ONTARIO							
* NIAGARA		147,700			16,923	11	99
MISCELLANEOUS					142		1
REMAINDER OF CIRCULATION							
WINDSOR							
			T 8				
WINDSOR STAR	3/91			EVE (M-S)			
CITY ZONE		85,800			63,247	74	74
RETAIL TRADING ZONE		38,500			20,982	54	24
TOTAL ZONES		124,300			84,229	68	98
CENSUS METROPOLITAN AREA		98,100			70,597	72	82
TOTAL PAID CIRCULATION					85,680		
COUNTY CIRCULATION							
ONTARIO							
* ESSEX		119,900			82,612	69	96
KENT		39,800			2,822	7	3
MISCELLANEOUS					246		
REMAINDER OF CIRCULATION							
WOODSTOCK							
			R15				
WOODSTOCK DAILY SENTINEL-REVIEW	12/91			EVE (M-S)			
CITY ZONE		10,600			6,633	63	64
RETAIL TRADING ZONE		10,800			3,368	31	33
TOTAL ZONES		21,400			10,001	47	97
TOTAL PAID CIRCULATION					10,349		
COUNTY CIRCULATION							
ONTARIO							
* OXFORD		33,800			10,306	30	100
MISCELLANEOUS					43		
REMAINDER OF CIRCULATION							
MANITOBA							
BRANDON							
			Q 4				
BRANDON SUN	6/91			EVE (M-S)			
CITY ZONE		15,100			11,337	75	59
RETAIL TRADING ZONE		19,900			6,381	32	33
TOTAL ZONES		35,000			17,718	51	93
TOTAL PAID CIRCULATION					19,087		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		5,900			1,624	28	9
CEN. DIV. 06		3,800			1,180	31	6
* CEN. DIV. 07		20,900			13,641	65	71
CEN. DIV. 15		9,400			1,988	21	10
MISCELLANEOUS					654		3
REMAINDER OF CIRCULATION							

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
BRANDON SUN	6/91			SUNDAY			
CITY ZONE		15,100			10,393	69	61
RETAIL TRADING ZONE		19,900			5,529	28	32
TOTAL ZONES		35,000			15,922	45	93
TOTAL PAID CIRCULATION					17,077		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		5,900			1,420	24	8
CEN. DIV. 06		3,800			1,026	27	6
* CEN. DIV. 07		20,900			12,378	59	72
CEN. DIV. 15		9,400			1,707	18	10
MISCELLANEOUS							
REMAINDER OF CIRCULATION					546		3
PORTAGE LA PRAIRIE							
			P 8				
PORTAGE LA PRAIRIE DAILY GRAPHIC	6/91			EVE (M-S)			
CITY ZONE		5,300			3,915	74	92
RETAIL TRADING ZONE		4,600			281	6	7
TOTAL ZONES		9,900			4,196	42	98
TOTAL PAID CIRCULATION					4,265		
CENSUS DIVISION CIRCULATION							
MANITOBA							
* CEN. DIV. 09		8,300			4,186	50	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					79		2
WINNIPEG							
			G11				
WINNIPEG FREE PRESS	3/91			EVE (M-F)			
CITY ZONE		245,900			137,776	56	78
CITY ZONE		245,900			125,259	51	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,839	35	1
TOTAL ZONES		293,700			154,615	53	88
TOTAL ZONES		293,700			142,031	48	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
MANITOBA							
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
* CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
MISCELLANEOUS REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS	3/91			MORN (M-F)			
CITY ZONE		245,900			137,776	56	78
CITY ZONE		245,900			125,259	51	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,772	35	1
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			16,839	35	1
TOTAL ZONES		293,700			154,615	53	88
TOTAL ZONES		293,700			142,031	48	88
CENSUS METROPOLITAN AREA		248,500			129,041	52	80
TOTAL PAID CIRCULATION					175,700		
TOTAL PAID CIRCULATION					161,577		
CENSUS DIVISION CIRCULATION							
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,899	14	2
RAINY RIVER		8,200			848	10	1
MANITOBA							
CEN. DIV. 01		6,300			1,867	30	1
CEN. DIV. 02		14,000			3,227	23	2
CEN. DIV. 03		13,200			2,862	22	2
CEN. DIV. 04		3,800			756	20	
CEN. DIV. 05		5,900			434	7	
CEN. DIV. 06		3,800			227	6	
CEN. DIV. 07		20,900			1,593	8	1
CEN. DIV. 08		5,300			686	13	
CEN. DIV. 09		8,300			1,865	22	1
CEN. DIV. 10		2,100			728	35	
* CEN. DIV. 11		237,800			125,084	53	77
CEN. DIV. 12		5,700			2,168	38	1
CEN. DIV. 13		12,500			4,568	37	3

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 14		5,000			1,882	38	1
CEN. DIV. 15		9,400			852	9	1
CEN. DIV. 16		4,400			520	12	
CEN. DIV. 17		10,400			1,381	13	1
CEN. DIV. 18		8,400			2,899	35	2
CEN. DIV. 20		4,600			597	13	
CEN. DIV. 21		7,500			1,552	21	1
CEN. DIV. 22		8,400			1,027	12	1
CEN. DIV. 23		2,400			327	14	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					728		
WINNIPEG FREE PRESS							
	3/91			SATURDAY			
CITY ZONE		245,900			166,648	68	73
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			29,403	62	1
TOTAL ZONES		293,700			196,051	67	86
CENSUS METROPOLITAN AREA		248,500			172,913	70	75
TOTAL PAID CIRCULATION					229,180		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			4,074	19	2
RAINY RIVER		8,200			1,184	14	1
MANITOBA							
CEN. DIV. 01		6,300			3,392	54	1
CEN. DIV. 02		14,000			6,323	45	3
CEN. DIV. 03		13,200			6,180	47	3
CEN. DIV. 04		3,800			1,490	39	1
CEN. DIV. 05		5,900			740	13	
CEN. DIV. 06		3,800			369	10	
CEN. DIV. 07		20,900			2,437	12	1
CEN. DIV. 08		5,300			1,417	27	1
CEN. DIV. 09		8,300			3,293	40	1
CEN. DIV. 10		2,100			1,307	62	1
* CEN. DIV. 11		237,800			166,346	70	73
CEN. DIV. 12		5,700			3,648	64	2
CEN. DIV. 13		12,500			7,254	58	3
CEN. DIV. 14		5,000			3,611	72	2
CEN. DIV. 15		9,400			1,579	17	1
CEN. DIV. 16		4,400			794	18	
CEN. DIV. 17		10,400			2,267	22	1
CEN. DIV. 18		8,400			5,080	60	2
CEN. DIV. 20		4,600			830	18	
CEN. DIV. 21		7,500			2,112	28	1
CEN. DIV. 22		8,400			1,514	18	1
CEN. DIV. 23		2,400			414	17	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,525		1
WINNIPEG FREE PRESS							
	3/91			SUNDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CITY ZONE		245,900			113,451	46	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		47,800			15,382	32	1
TOTAL ZONES		293,700			128,833	44	88
CENSUS METROPOLITAN AREA		248,500			117,145	47	80
TOTAL PAID CIRCULATION					146,176		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			2,447	12	2
RAINY RIVER		8,200			729	9	
MANITOBA							
CEN. DIV. 01		6,300			1,725	27	1
CEN. DIV. 02		14,000			2,975	21	2
CEN. DIV. 03		13,200			2,655	20	2
CEN. DIV. 04		3,800			708	19	
CEN. DIV. 05		5,900			387	7	
CEN. DIV. 06		3,800			190	5	
CEN. DIV. 07		20,900			1,522	7	1
CEN. DIV. 08		5,300			623	12	
CEN. DIV. 09		8,300			1,608	19	1
CEN. DIV. 10		2,100			611	29	
CEN. DIV. 11		237,800			113,291	48	78
CEN. DIV. 12		5,700			2,114	37	1
CEN. DIV. 13		12,500			4,252	34	3
CEN. DIV. 14		5,000			1,767	35	1
CEN. DIV. 15		9,400			743	8	1
CEN. DIV. 16		4,400			496	11	
CEN. DIV. 17		10,400			1,256	12	1
CEN. DIV. 18		8,400			2,416	29	2
CEN. DIV. 20		4,600			573	12	
CEN. DIV. 21		7,500			1,614	22	1
CEN. DIV. 22		8,400			747	9	1
CEN. DIV. 23		2,400			227	9	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					500		
WINNIPEG SUN							
	3/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		243,200			42,592	18	87
TOTAL ZONES		243,200			42,592	18	87
CENSUS METROPOLITAN AREA		248,500			42,720	17	88
TOTAL PAID CIRCULATION					48,704		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			535	3	1
MANITOBA							
CEN. DIV. 01		6,300			284	5	1
CEN. DIV. 02		14,000			571	4	1
CEN. DIV. 03		13,200			444	3	1
CEN. DIV. 07		20,900			702	3	1
CEN. DIV. 09		8,300			552	7	1
CEN. DIV. 11		237,800			42,592	18	87
CEN. DIV. 13		12,500			852	7	2

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
MANITOBA (cont.)							
CEN. DIV. 18		8,400			288	3	1
CEN. DIV. 22		8,400			509	6	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,375		3
WINNIPEG SUN	3/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		243,200			48,944	20	86
TOTAL ZONES		243,200			48,944	20	86
CENSUS METROPOLITAN AREA		248,500			49,173	20	87
TOTAL PAID CIRCULATION					56,815		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,100			575	3	1
MANITOBA							
CEN. DIV. 01		6,300			426	7	1
CEN. DIV. 02		14,000			980	7	2
CEN. DIV. 03		13,200			569	4	1
CEN. DIV. 07		20,900			766	4	1
CEN. DIV. 09		8,300			823	10	1
* CEN. DIV. 11		237,800			48,944	21	86
CEN. DIV. 12		5,700			349	6	1
CEN. DIV. 13		12,500			1,282	10	2
CEN. DIV. 14		5,000			323	6	1
CEN. DIV. 15		9,400			250	3	
CEN. DIV. 18		8,400			434	5	1
CEN. DIV. 21		7,500			264	4	
CEN. DIV. 22		8,400			312	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					518		1
SASKATCHEWAN							
MOOSE JAW			P 8				
MOOSE JAW TIMES-HERALD	3/91			EVE (M-S)			
CITY ZONE		13,100			8,461	65	91
RETAIL TRADING ZONE		6,400			592	9	6
TOTAL ZONES		19,500			9,053	46	97
TOTAL PAID CIRCULATION					9,308		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 07		18,700			8,876	47	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					432		5
PRINCE ALBERT			I 8				
PRINCE ALBERT DAILY HERALD	3/91			EVE (M-S)			
CITY ZONE		12,500			8,244	66	83
RETAIL TRADING ZONE		8,900			1,427	16	14
TOTAL ZONES		21,400			9,671	45	98

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)							
TOTAL PAID CIRCULATION					9,888		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 15		28,100			9,248	33	94
CEN. DIV. 16		13,700			345	3	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					295		3
REGINA							
			P10				
REGINA LEADER POST	3/91			EVE (M-S)			
CITY ZONE		66,900			44,993	67	65
BALANCE IN NEWSPAPER DESIGNATED							
MARKET		117,500			24,126	21	3
TOTAL ZONES		184,400			69,119	37	99
CENSUS METROPOLITAN AREA		70,800			45,053	64	65
TOTAL PAID CIRCULATION					69,569		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 01		11,800			3,202	27	5
CEN. DIV. 02		9,300			2,633	28	4
CEN. DIV. 03		6,900			1,325	19	2
CEN. DIV. 04		4,900			663	14	1
CEN. DIV. 05		14,200			3,586	25	5
* CEN. DIV. 06		80,200			49,703	62	71
CEN. DIV. 07		18,700			2,483	13	4
CEN. DIV. 08		12,600			1,865	15	3
CEN. DIV. 09		16,100			2,383	15	3
CEN. DIV. 10		8,400			806	10	1
CEN. DIV. 11		82,500			554	1	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					366		1
SASKATOON							
			L 7				
SASKATOON STAR-PHOENIX	3/91			MORN (M-S)			
CITY ZONE		70,800			43,590	62	67
BALANCE IN NEWSPAPER DESIGNATED							
MARKET		27,400			8,360	31	1
TOTAL ZONES		98,200			51,950	53	80
CENSUS METROPOLITAN AREA		90,400			43,590	48	67
TOTAL PAID CIRCULATION					64,959		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 08		12,600			530	4	1
CEN. DIV. 10		8,400			803	10	1
* CEN. DIV. 11		82,500			47,575	58	73
CEN. DIV. 12		8,800			1,961	22	3
CEN. DIV. 13		8,900			2,015	23	3
CEN. DIV. 14		15,900			2,681	17	4
CEN. DIV. 15		28,100			4,393	16	7
CEN. DIV. 16		13,700			2,429	18	4

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
SASKATCHEWAN (cont.)							
CEN. DIV. 17		12,100			1,437	12	2
CEN. DIV. 18		6,400			495	8	1
MISCELLANEOUS REMAINDER OF CIRCULATION					640		1
ALBERTA							
CALGARY			O 9				
CALGARY HERALD	6/91			MORN (M-TH, S)			
CITY ZONE		263,000			110,034	42	88
RETAIL TRADING ZONE		163,400			13,937	9	11
TOTAL ZONES		426,400			123,971	29	99
CENSUS METROPOLITAN AREA		279,600			110,813	40	88
TOTAL PAID CIRCULATION					125,416		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			384	2	
CEN. DIV. 02		45,600			1,412	3	1
CEN. DIV. 03		10,400			755	7	1
CEN. DIV. 04		4,400			304	7	
CEN. DIV. 05		13,300			2,091	16	2
* CEN. DIV. 06		302,200			117,156	39	93
CEN. DIV. 08		46,300			594	1	
CEN. DIV. 15		9,000			1,306	15	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			501	3	
MISCELLANEOUS REMAINDER OF CIRCULATION					913		1
CALGARY HERALD	6/91			FRIDAY			
CITY ZONE		263,000			141,423	54	86
RETAIL TRADING ZONE		163,400			20,492	13	13
TOTAL ZONES		426,400			161,915	38	99
CENSUS METROPOLITAN AREA		279,600			142,235	51	87
TOTAL PAID CIRCULATION					163,594		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			442	2	
CEN. DIV. 02		45,600			1,787	4	1
CEN. DIV. 03		10,400			1,178	11	1
CEN. DIV. 04		4,400			412	9	
CEN. DIV. 05		13,300			3,886	29	2
* CEN. DIV. 06		302,200			152,095	50	93
CEN. DIV. 08		46,300			730	2	
CEN. DIV. 15		9,000			1,595	18	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			464	3	
MISCELLANEOUS REMAINDER OF CIRCULATION					1,005		1
CALGARY HERALD	6/91			SUNDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
CITY ZONE		263,000			102,515	39	87
RETAIL TRADING ZONE		163,400			13,858	8	12
TOTAL ZONES		426,400			116,373	27	99
CENSUS METROPOLITAN AREA		279,600			103,313	37	88
TOTAL PAID CIRCULATION					117,982		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			553	2	
CEN. DIV. 02		45,600			1,731	4	1
CEN. DIV. 03		10,400			726	7	1
CEN. DIV. 04		4,400			271	6	
CEN. DIV. 05		13,300			1,931	15	2
* CEN. DIV. 06		302,200			109,665	36	93
CEN. DIV. 08		46,300			547	1	
CEN. DIV. 15		9,000			1,496	17	1
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			447	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					615		1
CALGARY SUN	6/91			MORN (M-F)			
CITY ZONE		263,000			57,825	22	81
RETAIL TRADING ZONE		163,400			10,184	6	14
TOTAL ZONES		426,400			68,009	16	96
CENSUS METROPOLITAN AREA		279,600			57,825	21	81
TOTAL PAID CIRCULATION					71,075		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			1,651	7	2
CEN. DIV. 02		45,600			3,197	7	4
CEN. DIV. 03		10,400			792	8	1
CEN. DIV. 04		4,400			237	5	
CEN. DIV. 05		13,300			1,079	8	2
* CEN. DIV. 06		302,200			59,976	20	84
CEN. DIV. 08		46,300			1,622	4	2
CEN. DIV. 15		9,000			1,353	15	2
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			718	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					450		1
CALGARY SUN	6/91			SUNDAY			
CITY ZONE		263,000			78,960	30	80
RETAIL TRADING ZONE		163,400			15,771	10	16
TOTAL ZONES		426,400			94,731	22	96
CENSUS METROPOLITAN AREA		279,600			78,960	28	80
ALBERTA							
CALGARY							
CALGARY SUN	6/91			SUNDAY			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLD5.	% OF TOTAL
ALBERTA (cont.)							
TOTAL PAID CIRCULATION					98,476		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			2,311	10	2
CEN. DIV. 02		45,600			4,319	9	4
CEN. DIV. 03		10,400			1,046	10	1
CEN. DIV. 04		4,400			254	6	
CEN. DIV. 05		13,300			1,915	14	2
* CEN. DIV. 06		302,200			83,096	27	84
CEN. DIV. 08		46,300			2,316	5	2
CEN. DIV. 15		9,000			1,885	21	2
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			911	5	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					423		
EDMONTON							
Q 4							
EDMONTON JOURNAL	6/91			MORN (M-TH, S)			
CITY ZONE		259,700			118,383	46	72
RETAIL TRADING ZONE		256,200			41,604	16	25
TOTAL ZONES		515,900			159,987	31	98
CENSUS METROPOLITAN AREA		308,500			135,265	44	83
TOTAL PAID CIRCULATION					163,510		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			2,282	16	1
CEN. DIV. 08		46,300			1,522	3	1
CEN. DIV. 09		5,600			346	6	
CEN. DIV. 10		27,600			4,914	18	3
* CEN. DIV. 11		316,400			135,265	43	83
CEN. DIV. 12		15,000			2,658	18	2
CEN. DIV. 13		21,200			3,620	17	2
CEN. DIV. 14		9,100			1,670	18	1
CEN. DIV. 15		9,000			519	6	
CEN. DIV. 16		14,100			1,805	13	1
CEN. DIV. 17		14,800			1,806	12	1
CEN. DIV. 18		4,200			913	22	1
CEN. DIV. 19		25,900			2,650	10	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,082	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,416	15	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,042		1
EDMONTON JOURNAL							
5/91							
FRIDAY							
CITY ZONE		259,700			135,612	52	70
RETAIL TRADING ZONE		256,200			54,307	21	28
TOTAL ZONES		515,900			189,919	37	98
CENSUS METROPOLITAN AREA		308,500			156,471	51	81

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)					193,358		
TOTAL PAID CIRCULATION							
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			3,068	22	2
CEN. DIV. 08		46,300			1,899	4	1
CEN. DIV. 09		5,600			378	7	
CEN. DIV. 10		27,600			7,063	26	4
* CEN. DIV. 11		316,400			156,471	49	81
CEN. DIV. 12		15,000			3,926	26	2
CEN. DIV. 13		21,200			6,259	30	3
CEN. DIV. 14		9,100			2,295	25	1
CEN. DIV. 15		9,000			517	6	
CEN. DIV. 16		14,100			2,031	14	1
CEN. DIV. 17		14,800			1,979	13	1
CEN. DIV. 18		4,200			1,071	26	1
CEN. DIV. 19		25,900			2,945	11	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,031	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,346	14	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,079		1
EDMONTON JOURNAL							
	6/91			SUNDAY			
CITY ZONE		259,700			112,652	43	73
RETAIL TRADING ZONE		256,200			37,866	15	25
TOTAL ZONES		515,900			150,518	29	98
CENSUS METROPOLITAN AREA		308,500			128,258	42	84
TOTAL PAID CIRCULATION					153,346		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,999	14	1
CEN. DIV. 08		46,300			1,451	3	1
CEN. DIV. 09		5,600			304	5	
CEN. DIV. 10		27,600			4,316	16	3
* CEN. DIV. 11		316,400			128,258	41	84
CEN. DIV. 12		15,000			2,438	16	2
CEN. DIV. 13		21,200			3,122	15	2
CEN. DIV. 14		9,100			1,508	17	1
CEN. DIV. 15		9,000			522	6	
CEN. DIV. 16		14,100			1,735	12	1
CEN. DIV. 17		14,800			1,577	11	1
CEN. DIV. 18		4,200			836	20	1
CEN. DIV. 19		25,900			2,436	9	2
BRITISH COLUMBIA							
PEACE RIVER		17,700			1,001	6	1
NORTHWEST TERRITORIES							
FORT SMITH		9,700			1,008	10	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					835		1
EDMONTON SUN							
	6/91			MORN (M-F)			

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
NEWSPAPER DESIGNATED MARKET		293,500			65,467	22	78
TOTAL ZONES		293,500			65,467	22	78
CENSUS METROPOLITAN AREA		308,500			61,849	20	74
TOTAL PAID CIRCULATION					83,859		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,109	8	1
CEN. DIV. 08		46,300			1,361	3	2
CEN. DIV. 10		27,600			3,565	13	4
* CEN. DIV. 11		316,400			67,788	21	81
CEN. DIV. 12		15,000			1,439	10	2
CEN. DIV. 13		21,200			1,766	8	2
CEN. DIV. 14		9,100			1,162	13	1
CEN. DIV. 16		14,100			2,340	17	3
CEN. DIV. 17		14,800			866	6	1
CEN. DIV. 18		4,200			354	8	
CEN. DIV. 19		25,900			1,524	6	2
NORTHWEST TERRITORIES							
FORT SMITH		9,700			315	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					270		
EDMONTON SUN							
	6/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		293,500			99,176	34	79
TOTAL ZONES		293,500			99,176	34	79
CENSUS METROPOLITAN AREA		308,500			94,295	31	76
TOTAL PAID CIRCULATION					124,827		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		14,200			1,319	9	1
CEN. DIV. 08		46,300			1,773	4	1
CEN. DIV. 10		27,600			4,765	17	4
* CEN. DIV. 11		316,400			103,253	33	83
CEN. DIV. 12		15,000			1,831	12	1
CEN. DIV. 13		21,200			2,784	13	2
CEN. DIV. 14		9,100			1,662	18	1
CEN. DIV. 16		14,100			3,452	24	3
CEN. DIV. 17		14,800			957	6	1
CEN. DIV. 18		4,200			375	9	
CEN. DIV. 19		25,900			1,924	7	2
NORTHWEST TERRITORIES							
FORT SMITH		9,700			398	4	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					334		
FORT MCMURRAY							
			D 6				
FORT MCMURRAY TODAY	6/91			EVE (M-TH)			
CITY OF PUBLICATION		11,200			5,653	50	98
REMAINDER IN CENSUS DIVISION		2,900			120	4	2
TOTAL ZONES		14,100			5,773	41	100

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
TOTAL PAID CIRCULATION					5,790		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,100			5,734	41	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					56		1
FORT MCMURRAY TODAY	6/91			FRIDAY			
CITY OF PUBLICATION		11,200			7,840	70	98
REMAINDER IN CENSUS DIVISION		2,900			132	5	2
TOTAL ZONES		14,100			7,972	57	100
TOTAL PAID CIRCULATION					7,990		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,100			7,924	56	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					66		1
GRANDE PRAIRIE							
			E 2				
GRANDE PRAIRIE DAILY HERALD-TRIBUNE	9/90			EVE (M-TH)			
CITY ZONE		9,200			5,861	64	69
RETAIL TRADING ZONE		19,400			2,499	13	30
TOTAL ZONES		28,600			8,360	29	99
TOTAL PAID CIRCULATION					8,461		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 19		25,900			8,360	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					101		1
LETHBRIDGE							
			R11				
LETHBRIDGE HERALD	6/91			EVE (M-S)			
CITY ZONE		23,500			15,211	65	60
RETAIL TRADING ZONE		25,400			9,036	36	36
TOTAL ZONES		48,900			24,247	50	95
TOTAL PAID CIRCULATION					25,398		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,300			412	2	2
* CEN. DIV. 02		45,600			20,368	45	80
CEN. DIV. 03		10,400			2,855	27	11
CEN. DIV. 05		13,300			268	2	1
CEN. DIV. 15		9,000			770	9	3
BRITISH COLUMBIA							
EAST KOOTENAY		17,900			599	3	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					126		

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
ALBERTA (cont.)							
MEDICINE HAT			Q14				
MEDICINE HAT NEWS	3/91			EVE (M-S)			
CITY ZONE		17,200			11,859	69	85
RETAIL TRADING ZONE		8,400			2,015	24	14
TOTAL ZONES		25,600			13,874	54	99
TOTAL PAID CIRCULATION					14,025		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 01		22,300			13,468	60	96
MISCELLANEOUS REMAINDER OF CIRCULATION					557		4
RED DEER			L 9				
RED DEER ADVOCATE	6/91			EVE (M-S)			
CITY ZONE		21,200			13,631	64	60
RETAIL TRADING ZONE		49,400			8,819	18	39
TOTAL ZONES		70,600			22,450	32	100
TOTAL PAID CIRCULATION					22,558		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 06		302,200			354		2
CEN. DIV. 07		14,200			499	4	2
* CEN. DIV. 08		46,300			20,925	45	93
CEN. DIV. 09		5,600			473	8	2
MISCELLANEOUS REMAINDER OF CIRCULATION					307		1
BRITISH COLUMBIA							
CRANBROOK			M18				
CRANBROOK DAILY TOWNSMAN	3/91			EVE (M-F)			
CITY ZONE		5,800			3,867	67	93
RETAIL TRADING ZONE		6,200			174	3	4
TOTAL ZONES		12,000			4,041	34	98
TOTAL PAID CIRCULATION					4,140		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* EAST KOOTENAY		17,900			4,041	23	98
MISCELLANEOUS REMAINDER OF CIRCULATION					99		2
FORT ST. JOHN			D 6				
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/91			EVE (M-F)			

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CITY ZONE		5,000			2,402	48	79
RETAIL TRADING ZONE		2,000			524	26	17
TOTAL ZONES		7,000			2,926	42	97
TOTAL PAID CIRCULATION					3,027		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* PEACE RIVER		17,700			2,946	17	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					81		3
KAMLOOPS							
			K11				
KAMLOOPS DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		24,000			15,734	66	87
RETAIL TRADING ZONE		13,300			2,113	16	12
TOTAL ZONES		37,300			17,847	48	99
TOTAL PAID CIRCULATION					18,092		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* THOMPSON-NICOLA		37,300			17,847	48	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					245		1
KELOWNA							
			K13				
KELOWNA DAILY COURIER	12/91			EVE (M-S)			
CITY ZONE		25,800			16,384	64	83
RETAIL TRADING ZONE		18,300			2,801	15	14
TOTAL ZONES		44,100			19,185	44	97
TOTAL PAID CIRCULATION					19,762		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL OKANAGAN		44,100			19,185	44	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					577		3
NANAIMO							
			M 6				
NANAIMO DAILY FREE PRESS	12/91			EVE (M-S)			
CITY ZONE		23,700			8,930	38	81
RETAIL TRADING ZONE		19,000			2,005	11	18
TOTAL ZONES		42,700			10,935	26	99
TOTAL PAID CIRCULATION					11,066		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* NANAIMO		39,600			10,733	27	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					333		3

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
NELSON			M16				
NELSON DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		3,600			2,525	70	52
RETAIL TRADING ZONE		17,200			2,078	12	43
TOTAL ZONES		20,800			4,603	22	95
TOTAL PAID CIRCULATION					4,832		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		20,600			4,603	22	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					229		5
PENTICTON			M13				
PENTICTON HERALD	12/91			EVE (M-S)			
CITY ZONE		12,200			7,241	59	80
RETAIL TRADING ZONE		13,000			1,670	13	19
TOTAL ZONES		25,200			8,911	35	99
TOTAL PAID CIRCULATION					9,019		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* OKANAGAN-SIMILKAMEEN		27,900			8,911	32	99
MISCELLANEOUS							
REMAINDER OF CIRCULATION					108		1
PORT ALBERNI			M 5				
PORT ALBERNI ALBERNI VALLEY TIMES	9/91			EVE (M-F)			
CITY ZONE		7,000			4,787	68	71
RETAIL TRADING ZONE		4,700			1,856	39	27
TOTAL ZONES		11,700			6,643	57	98
TOTAL PAID CIRCULATION					6,763		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* ALBERNI-CLAYOQUOT		11,700			6,643	57	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					120		2
PRINCE GEORGE			E 6				
PRINCE GEORGE CITIZEN	9/91			EVE (M-S)			
CITY ZONE		22,200			18,408	83	86
RETAIL TRADING ZONE		19,300			2,943	15	14
TOTAL ZONES		41,500			21,351	51	99
TOTAL PAID CIRCULATION					21,519		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
BULKLEY-NECHAKO		12,000			1,262	11	6

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
* FRASER-FORT GEORGE		29,500			20,089	68	93
MISCELLANEOUS					168		1
REMAINDER OF CIRCULATION							
PRINCE RUPERT							
			E 4				
PRINCE RUPERT DAILY NEWS	9/90			EVE (M-F)			
CITY ZONE		5,600			3,366	60	92
RETAIL TRADING ZONE		1,700			241	14	7
TOTAL ZONES		7,300			3,607	49	98
TOTAL PAID CIRCULATION					3,670		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* SKEENA-Q.CHARLOTTE		8,000			3,569	45	97
MISCELLANEOUS					101		3
REMAINDER OF CIRCULATION							
TRAIL							
			M15				
TRAIL DAILY TIMES	9/91			EVE (M-F)			
CITY ZONE		4,200			3,110	74	52
RETAIL TRADING ZONE		10,300			2,691	26	45
TOTAL ZONES		14,500			5,801	40	97
TOTAL PAID CIRCULATION					5,980		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
CENTRAL KOOTENAY		20,600			251	1	4
* KOOTENAY BOUNDARY		12,500			5,604	45	94
MISCELLANEOUS					125		2
REMAINDER OF CIRCULATION							
VANCOUVER							
			D10				
VANCOUVER PROVINCE	9/91			MORN (M-F)			
CITY ZONE		397,100			82,920	21	45
RETAIL TRADING ZONE		305,400			68,368	22	37
TOTAL ZONES		702,500			151,288	22	82
CENSUS METROPOLITAN AREA		619,600			134,068	22	73
TOTAL PAID CIRCULATION					184,855		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			834	7	
BULKLEY-NECHAKO		12,000			683	6	
CAPITAL		125,500			1,552	1	1
CARIBOO		20,300			2,260	11	1
CENTRAL COAST		1,200			106	9	
CEN. FRAZER VALLEY		29,600			4,679	16	3
CENTRAL KOOTENAY		20,600			1,810	9	1
CENTRAL OKANAGAN		44,100			2,777	6	2
COLUMBIA-SHUSWAP		16,200			1,401	9	1
COMOX-STRATHCONA		32,000			1,933	6	1

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
COWICHAN VALLEY		23,400			791	3	
DEWDNEY-ALOUETTE		31,200			7,374	24	4
EAST KOOTENAY		17,900			986	6	1
FRASER-CHEAM		26,900			5,241	19	3
FRASER-FORT GEORGE		29,500			958	3	1
* GREATER VANCOUVER		598,400			130,715	22	71
KITIMAT-STIKINE		12,800			1,163	9	1
KOOTENAY BOUNDARY		12,500			1,403	11	1
MOUNT WADDINGTON		4,700			673	14	
NANAIMO		39,600			2,821	7	2
NORTH OKANAGAN		23,400			1,492	6	1
OKANAGAN-SIMILKAMEEN		27,900			3,511	13	2
PEACE RIVER		17,700			658	4	
POWELL RIVER		7,600			889	12	
SKEENA-Q.CHARLOTTE		8,000			634	8	
SQUAMISH-LILLOOET		8,700			2,493	29	1
SUNSHINE COAST		8,700			1,048	12	1
THOMPSON-NICOLA		37,300			3,676	10	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					294		
VANCOUVER PROVINCE							
	9/91			SUNDAY			
CITY ZONE		397,100			96,080	24	43
RETAIL TRADING ZONE		305,400			84,192	28	37
TOTAL ZONES		702,500			180,272	26	80
CENSUS METROPOLITAN AREA		619,600			160,988	26	72
TOTAL PAID CIRCULATION					224,750		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			999	9	
BULKLEY-NECHAKO		12,000			753	6	
CAPITAL		125,500			1,928	2	1
CARIBOO		20,300			2,911	14	1
CENTRAL COAST		1,200			147	12	
CEN. FRAZER VALLEY		29,600			5,905	20	3
CENTRAL KOOTENAY		20,600			2,297	11	1
CENTRAL OKANAGAN		44,100			3,970	9	2
COLUMBIA-SHUSWAP		16,200			1,729	11	1
COMOX-STRATHCONA		32,000			2,412	8	1
COWICHAN VALLEY		23,400			954	4	
DEWDNEY-ALOUETTE		31,200			8,902	29	4
EAST KOOTENAY		17,900			1,124	6	1
FRASER-CHEAM		26,900			6,408	24	3
FRASER-FORT GEORGE		29,500			1,661	6	1
* GREATER VANCOUVER		598,400			154,691	26	69
KITIMAT-STIKINE		12,800			1,744	14	1
KOOTENAY BOUNDARY		12,500			1,833	15	1
MOUNT WADDINGTON		4,700			826	18	
NANAIMO		39,600			3,575	9	2
NORTH OKANAGAN		23,400			2,199	9	1
OKANAGAN-SIMILKAMEEN		27,900			4,499	16	2
PEACE RIVER		17,700			953	5	
POWELL RIVER		7,600			1,097	14	
SKEENA-Q.CHARLOTTE		8,000			856	11	

*Denotes Home Census Division

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
SQUAMISH-LILLOOET		8,700			3,308	38	1
SUNSHINE COAST		8,700			1,408	16	1
THOMPSON-NICOLA		37,300			4,869	13	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					792		
VANCOUVER SUN	9/91			MORN (M-TH)			
CITY ZONE		397,100			113,066	28	59
RETAIL TRADING ZONE		305,400			63,959	21	33
TOTAL ZONES		702,500			177,025	25	92
CENSUS METROPOLITAN AREA		619,600			164,908	27	86
TOTAL PAID CIRCULATION					192,609		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			572	5	
CAPITAL		125,500			2,748	2	1
CARIBOO		20,300			424	2	
CEN. FRAZER VALLEY		29,600			4,447	15	2
CENTRAL KOOTENAY		20,600			391	2	
CENTRAL OKANAGAN		44,100			300	1	
COLUMBIA-SHUSWAP		16,200			334	2	
COMOX-STRATHCONA		32,000			2,190	7	1
COWICHAN VALLEY		23,400			1,040	4	1
DEWDNEY-ALOUETTE		31,200			5,538	18	3
EAST KOOTENAY		17,900			418	2	
FRASER-CHEAM		26,900			2,841	11	1
FRASER-FORT GEORGE		29,500			311	1	
* GREATER VANCOUVER		598,400			161,119	27	84
KOOTENAY BOUNDARY		12,500			329	3	
MOUNT WADDINGTON		4,700			331	7	
NANAIMO		39,600			2,515	6	1
NORTH OKANAGAN		23,400			264	1	
OKANAGAN-SIMILKAMEEN		27,900			488	2	
POWELL RIVER		7,600			864	11	
SQUAMISH-LILLOOET		8,700			1,256	14	1
SUNSHINE COAST		8,700			1,918	22	1
THOMPSON-NICOLA		37,300			618	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,353		1
VANCOUVER SUN	9/91			FRIDAY			
CITY ZONE		397,100			152,124	38	58
RETAIL TRADING ZONE		305,400			87,974	29	34
TOTAL ZONES		702,500			240,098	34	92
CENSUS METROPOLITAN AREA		619,600			222,705	36	85
TOTAL PAID CIRCULATION					260,814		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			686	6	
BULKLEY-NECHAKO		12,000			286	2	
CAPITAL		125,500			3,692	3	1
CARIBOO		20,300			666	3	
CEN. FRAZER VALLEY		29,600			6,554	22	3

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
CENTRAL KOOTENAY		20,600			573	3	
CENTRAL OKANAGAN		44,100			445	1	
COLUMBIA-SHUSWAP		16,200			387	2	
COMOX-STRATHCONA		32,000			2,560	8	1
COWICHAN VALLEY		23,400			1,314	6	1
DEWDNEY-ALOUETTE		31,200			7,694	25	3
EAST KOOTENAY		17,900			478	3	
FRASER-CHEAM		26,900			4,049	15	2
FRASER-FORT GEORGE		29,500			466	2	
* GREATER VANCOUVER		598,400			217,414	36	83
KOOTENAY BOUNDARY		12,500			416	3	
MOUNT WADDINGTON		4,700			388	8	
NANAIMO		39,600			3,477	9	1
NORTH OKANAGAN		23,400			436	2	
OKANAGAN-SIMILKAMEEN		27,900			689	2	
POWELL RIVER		7,600			1,295	17	
SQUAMISH-LILLOOET		8,700			1,578	18	1
SUNSHINE COAST		8,700			2,934	34	1
THOMPSON-NICOLA		37,300			892	2	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,119		
VANCOUVER SUN	9/91			SATURDAY			
CITY ZONE		397,100			143,846	36	55
RETAIL TRADING ZONE		305,400			85,689	28	33
TOTAL ZONES		702,500			229,535	33	88
CENSUS METROPOLITAN AREA		619,600			212,822	34	82
TOTAL PAID CIRCULATION					259,646		
REGIONAL DISTRICT CIRCULATION							
ONTARIO							
TORONTO		811,900			312		
ALBERTA							
CEN. DIV. 06		302,200			325		
CEN. DIV. 11		316,400			368		
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			824	7	
BULKLEY-NECHAKO		12,000			578	5	
CAPITAL		125,500			5,109	4	2
CARIBOO		20,300			851	4	
CEN. FRAZER VALLEY		29,600			6,056	20	2
CENTRAL KOOTENAY		20,600			782	4	
CENTRAL OKANAGAN		44,100			746	2	
COLUMBIA-SHUSWAP		16,200			497	3	
COMOX-STRATHCONA		32,000			3,464	11	1
COWICHAN VALLEY		23,400			1,528	7	1
DEWDNEY-ALOUETTE		31,200			7,325	23	3
EAST KOOTENAY		17,900			610	3	
FRASER-CHEAM		26,900			3,934	15	2
FRASER-FORT GEORGE		29,500			801	3	
* GREATER VANCOUVER		598,400			207,699	35	80
KITIMAT-STIKINE		12,800			412	3	
KOOTENAY BOUNDARY		12,500			541	4	
MOUNT WADDINGTON		4,700			510	11	
NANAIMO		39,600			3,886	10	1

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
NORTH OKANAGAN		23,400			637	3	
OKANAGAN-SIMILKAMEEN		27,900			931	3	
PEACE RIVER		17,700			345	2	
POWELL RIVER		7,600			1,270	17	
SKEENA-Q.CHARLOTTE		8,000			333	4	
SQUAMISH-LILLOOET		8,700			1,948	22	1
SUNSHINE COAST		8,700			2,729	31	1
THOMPSON-NICOLA		37,300			1,304	3	1
YUKON							
YUKON		10,200			267	3	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					2,062		1
VERNON							
			K13				
VERNON DAILY NEWS	12/91			EVE (M-S)			
CITY ZONE		12,700			6,723	53	82
RETAIL TRADING ZONE		9,700			1,349	14	16
TOTAL ZONES		22,400			8,072	36	98
TOTAL PAID CIRCULATION					8,248		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* NORTH OKANAGAN		23,400			8,072	34	98
MISCELLANEOUS							
REMAINDER OF CIRCULATION					176		2
VICTORIA							
			N 7				
VICTORIA TIMES-COLONIST	9/91			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		101,900			57,552	56	75
RETAIL TRADING ZONE		47,000			13,252	28	17
TOTAL ZONES		148,900			70,804	48	92
CENSUS METROPOLITAN AREA		121,200			65,449	54	85
TOTAL PAID CIRCULATION					77,205		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			1,104	9	1
* CAPITAL		125,500			65,449	52	85
COMOX-STRATHCONA		32,000			1,912	6	2
COWICHAN VALLEY		23,400			5,355	23	7
NANAIMO		39,600			3,225	8	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					160		
VICTORIA TIMES-COLONIST	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		101,900			54,829	54	74
RETAIL TRADING ZONE		47,000			12,884	27	17
TOTAL ZONES		148,900			67,713	45	91
CENSUS METROPOLITAN AREA		121,200			62,388	51	84
TOTAL PAID CIRCULATION					74,232		
REGIONAL DISTRICT CIRCULATION							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
BRITISH COLUMBIA (cont.)							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,700			1,009	9	1
* CAPITAL		125,500			62,388	50	84
COMOX-STRATHCONA		32,000			1,887	6	3
COWICHAN VALLEY		23,400			5,325	23	7
NANAIMO		39,600			3,437	9	5
MISCELLANEOUS							
REMAINDER OF CIRCULATION					186		
YUKON							
WHITEHORSE			J 3				
WHITEHORSE STAR	6/91			EVE (M-TH)			
CITY ZONE		5,900			3,050	52	95
RETAIL TRADING ZONE		4,800			81	2	3
TOTAL ZONES		10,700			3,131	29	97
TOTAL PAID CIRCULATION					3,219		
YUKON							
* YUKON		10,200			3,131	31	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					88		3